

The Park & Pollard ©
YEAR BOOK
and **ALMANAC**



DRY-MASH
MAKES THEM
LAY OR BUST



The Park & Pollard ©
46 Canal Street
BOSTON MASSACHUSETTS

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OUR GUARANTEE

Can we make it clear what it means? Our guarantee is that all goods will suit the buyer or money will be refunded.

This **does not mean** that you will have to prove anything bad in the goods. You merely have to express your dissatisfaction.

It **does not mean** that if we think it is right, it must suit you. On the other hand, you are the person who must be suited.

It **does mean** that we believe we have the best goods procurable and can suit your demands.

It **does mean** that we are willing to pay back every cent where we fail to suit you.

It **does mean** that although we will occasionally lose through a dishonest customer, we know that the great majority are honest, and we will take their word.

It **does mean** just this and nothing less; if you buy incubators, brooders, or other machines or appliances, feeds, poultry, birds, or supplies, and you find them not as represented, or **not as you want them**, you can return them at once **at our expense** and get your money back. **Do we make it plain?**

Do you know of any other house in our line that makes and lives up to this guarantee without quibbling? Try us and see if we do as we agree.

The above guarantee applies to all goods, whether purchased of us direct or through dealers.

REMITTANCES

Remittances may be made in the most convenient form. We accept checks, express money orders, postal money orders, or registered letters. **Whatever the form, we are always glad to get money.** Upon order, goods **other than live stock** will be shipped to any part of New England, C. O. D., charges to be paid by receiver. Freight shipments, C. O. D. have to be shipped sight draft with bill of lading attached, presented to you through your nearest bank. Mail charges on orders for goods to be sent by mail must be prepaid.

All prices quoted in this catalogue are subject to change without notice. This reservation is necessary to cover sharp or sudden fluctuations of the market. These changes, though unlikely, are more apt to be in feeds than other supplies.



EDITORIAL



The high cost of living is causing much renewed interest in poultry culture.

For the Farmer it means higher prices for his eggs and poultry.

For the Back Yard Poultryman it means still greater possibilities and more saving on his grocery and provision bills.

To the City Man, to whom the problem of living is fast becoming tragic, it offers relief and recreation with unlimited possibilities of profit with the growth and grasp of the business.

To the Capitalist it offers less than to others, for while the profits are greater than in any other branch of live stock business, the personal equation comes in so strongly that the question of help is indeed a serious one, and the raising of birds in thousand lots by machine methods seldom works out profitably. It can be done very successfully, but on the colony plan with segregated units rather than large flocks and factory methods.

**Relief from
High Cost of
Living**

The business is yet in its infancy, and until eggs and poultry enter into the daily fare of all classes as a staple, rather than a luxury, we must consider the business as offering untold possibilities of cultivation.

We aim, in this little book and in the goods we manufacture and distribute, to **conserve rather than increase**. It is probable that there are a **dozen eggs incubated** under hens or in incubators **to one bird matured**. The business now is tremendous. What will it be when we can grow to maturity one fowl **for every two eggs incubated**? **We can do it and will do it in the future.**

Failure comes from lack of knowledge of conditions under which the birds thrive best. We should all go slowly until we grasp the fundamental details of what constitutes **necessary labor and useless detail**.

To the Back Yard Poultryman our methods offer greater possibilities than he ever dreamed of, as by doing away with yards and male bird problems we destroy the basis of the neighbors' objections and increase many times the possibilities of the number to be kept.

To the Farmer we show methods of keeping poultry which remove the possibility of ruining gardens and other crops and of the raising of the best money crop that ever lived out of doors.

To the professional, or fancy breeder we offer healthier flocks, less detail, greater egg-yield, heavier birds, increased vitality and greater efficiency.

We have done all this and more for the poultrymen of the East in the past six years, and we take great pleasure in extending our circle of friends to the West and South, and trust that the circle will broaden and widen with the passing of years, losing none of its intensity during the process.

Two things only are necessary to success with poultry, (1) **Keeping the Birds Healthy;** (2) **Feeding Them Properly.**

Our "Lay or Bust" feeds, and the simple directions which accompany them, take care of the last problem so effectively that they almost assure success from the start. They have revolutionized the business in the New England States and are fast bringing prosperity and success to the other States where they are being used.

We shall continue to manufacture the best and everyone may rest assured of continued high quality and rigid mill inspection of each package before shipping from any of our mills.

Only a few simple rules are necessary to follow in order to keep your flock always healthy, and if you can always have the air conditions right, surrounding your birds night and day, young and old, you will **remove ninety per cent of the chances of disease of all kinds**. Our methods of brooding and housing accomplish this, so there really is little chance of failure, if the common sense directions are followed.

We have always been ready to answer any and all questions relative to the business, and feel that we have contributed to the success of thousands of poultry raisers, but we want to still further increase our circle of usefulness and will welcome any suggestions from our friends of new departments of instructions, or for strengthening any service we are already giving.

**First Essentials
to Success.**

**(1) Keeping the
Birds Healthy
(2) Feeding
Them Properly**

EDITORIAL DEPARTMENT

Come to us with your troubles and questions and we will cheerfully do our best to smooth your path and help you to help us make the poultry business the largest business in the country. We can do it, with your help.

This year's book, while it has much the same appearance as previous years, contains much of new interest, and we hope is so arranged that it will be of even more assistance to you than past numbers have been.

THE ARTICLE ON EFFICIENCY we know you will enjoy. We are sure you will find many a hidden "secret" that will help make your business more prosperous.

THE MONTHLY HINTS contain concise statements for the care of stock, and pithy advice from practical poultry workers, giving you the benefit of a life-time spent in closely observing the habits and conditions that surround the birds when they are doing their part towards making their owner proud of his "profitable poultry."

Each month's hints give details for the starting and carrying on of the poultry business for that month, which in connection with the complete directions included at the beginning of the month of January, simplifies the starting to an A B C problem.

This 1912 Year Book we have tried to make of even more benefit to you than our past numbers. We hope we have succeeded. Such enthusiastic reports are coming to us all the time on our Year Book that it leads us to believe there is little we can leave out of it that will not be missed and needed.

CONDENSED FEEDING CHART OF THE PARK & POLLARD CO. FEEDS

FIRST WEEK

Gritless-Chick Feed. First feed on board, shingle or dish, and subsequent feeds in litter to induce free scratching. Chickens are much better fitted for their life work if fed nothing at all for the first 24 or 48 hours after hatching. While they will pick at anything bright and sparkling, they really crave very little food until after they are 48 hours of age, and feeding before the appetite really exists does more harm than good.

Grit. **Water or Milk.** (Sour milk preferred.) Growing animals of all kinds are great drinkers, and water in some form should always be within easy reach, so provided that the chicks cannot get wet crowding around the dish, (and they will not crowd if the supply is not allowed to run out.) Always substitute milk for water for your growing chickens of all sizes for best results. Feed the milk uniformly, either sweet or sour, not one way one day, and another the next. Using always sour milk is thus more safe and satisfactory.

SECOND, THIRD AND FOURTH WEEKS

Gritless-Chick Feed three times a day.
Growing Feed before them all the time in our Overall Feeders.

Milk or Water. (Sour milk preferred).

Grit. **Green Food** (if possible). Lettuce, cabbage, sprouted oats, a sod, mangels, Dwarf Essex rape or green grass should be fed daily and chicks allowed to eat their fill of it for best results. Any one of the above will answer the purpose, use whichever is easiest to procure.

FIFTH, SIXTH, SEVENTH AND EIGHTH WEEKS

Gritless-Chick Feed. (Intermediate Chick Feed may be substituted with economy.) If chickens are on range, feed may be kept in feeders before them. If in yards, feed three times per day in litter.

Growing Feed always before them.

Continue Green Food

Grit.

Water or Milk. (Sour milk preferred.)

NINTH, TENTH, ELEVENTH AND TWELFTH WEEKS

Intermediate Chick Feed (or Scratch Feed.) **Growing Feed.** If chickens are on range all feeds may be in feeders. If in yards, scatter the grain in litter, and during hot weather provide shade and plenty of green food.

Broilers

If for broilers, a month before marketing, substitute Fattening Feed in the Feeders in the pens for Growing Feed, and add a feeder of meat scraps. Continue Scratch Feed and Whole Corn.

THIRTEEN WEEKS TO MATURITY

Laying Pullets

Continue Scratch Feed. (In Overall Feeder, so long as the pullets are on range) and in 8 to 10 inches deep litter when confined in pens.

Growing Feed constantly before them till eggs begin to drop.

Mix Growing Feed and Dry-Mash equal parts the first two weeks after the birds begin to lay. This satisfies their appetite better than the abrupt change from Growing Feed to Dry-Mash, and Dry-Mash is a better egg producer than the Growing Feed.

Cockerels for Market

Scratch Feed (in feeders).

Growing Feed (in feeders). Birds had better be kept in large grass yards separated from the pullets.

Liberal Feeding of Corn just before night (the whole will be more of an appetizer than the cracked, or rather they will eat more of it).

Cockerels for Breeding Stock

Had better be fed on free range, if possible, with **Scratch Feed and Growing Feed.** Practically the same treatment as pullets, though best separated from the females to increase or maintain size of birds.

LAYING PULLETS AND LAYING HENS

Dry-Mash in one or more convenient feeding centers where the light is good and where the birds can get at it freely. Use Overall Feeder, box, or some other receptacle that answers the purpose.

Scratch Feed in litter about two or three hours before roost-time, varying with the season, 6 o'clock in long summer days, and 3 o'clock in short winter days, approximating one quart to ten hens, varying with the season, weather conditions and the laying of the flock, (when birds are laying heavily they will eat much more than when they are moulting).

Do not feed any more Scratch Feed in bulk than the birds eat of Dry-Mash in a day. Carefully note how much the birds consume by inspecting the Dry-Mash hopper, and feed accordingly. When they are eating Dry-Mash freely, the eggs will be coming right away if not already laying, and an equal quantity of the Scratch Feed is needed to balance their ration.

HENS INTENDED FOR MARKET

Substitute Growing Feed with 10 per cent. rich quality Meat Scraps, and continue 6 weeks before shipping. They lay better for a time on the change of diet, and gain a pound or more weight per head.

MOULTING FEED

Growing Feed (in feeders) in place of Dry-Mash makes an ideal moulting ration. The birds thrive wonderfully on it, and make a short, quick moult and resume laying very quickly. In fact, the American varieties will not cease altogether at any time; a few eggs will come all the time from a flock of a dozen.

YOUR MONEY'S WORTH

BUSINESS EFFICIENCY AS APPLIED TO THE POULTRY INDUSTRY

The Secret of the Success of the Park & Pollard System

Comparatively
easy



You have all heard of the famous sayings of Louis D. Brandeis, during the recent rate hearings before the Interstate Commerce Commission at Washington,—that he could show the railroad managers of this country wherein they could save a million dollars per day in their expense accounts.

We are equally certain that we could show the poultrymen of this country wherein they could save for themselves an equal amount, and when saved it means much more than the corresponding increase in their profit account, for in many cases it signifies the doubling or trebling of the profit, and in most instances, the turning

of what had been losses into good profits.

Professor Adams, of the Rhode Island Experimental Agricultural Station, recently made the statement that if the corn growing literature and lectures going on in this country had increased the yield one kernel per ear, this added increase would amount to \$1,800,000.00 in the pockets of the farmers of the United States.

Now we are going to show you where you can increase your efficiency 10% to 50%, and if this is extended to every poultryman in the country, the added revenue would amount to more than the National House of Representatives could spend in a double session, working overtime.

And why should not the poultryman take just as careful a survey of his losses and drawbacks as the business man? Think of it! Probably the average large business of this country is done on a less than 5% net profit, and it is safe to state that the dealers in feed stuffs and the necessities of life, get less than 2% net profit.

It is easy to see that these business men could not allow a loss in the process of manufacture of 90%—nearly equalling their total sales. They would be camping on the trail of the foreman who allowed any such waste of raw materials, and they would camp there just long enough to get a new man for the job. But we poultry raisers, in our optimistic manner say,—“Well, I am doing better than Bill Smith, because he lost all his chickens and I only lost two-thirds of mine. We will run the incubator another hatch and these chicks will only be three weeks behind.”

**Increased
Efficiency
Turns Losses
Into Profits**

And so we excuse ourselves in the most diabolical slipshod fashion, and content ourselves with records that are no worse than the other fellow's.

We have no knowledge of any business outside of highway robbery that could stand any such losses as the poultrymen experience year after year, and swallow with apparently little, or no thought. For instance, not many years ago the writer was called to suggest a remedy for a plant that was losing a large percentage of its chickens before they were three weeks of age. In the course of the conversation, in getting the facts of the case, the owner made the statement that he had hatched that season 15,000 chicks,—and had raised less than 1500! Nevertheless the plant is still running. The owner is still in charge. It must be paying or there would have been a change of ownership before this time. Another owner made the statement that he has been raising chickens twenty years, and he would guarantee that he had buried as many pounds of poultry as he had marketed!

**The Reason
for the Losses**

Did you ever stop and consider that there is a right good reason why every egg does not hatch, and an equally good reason why every chick that chips the shell does not grow to maturity? And the chances are that you are just as innocent as guilty of this frightful mortality. You, in your enthusiasm, want to take particularly good care of your breeding stock, so with great pains, much time, and some cash, you very carefully cork up any opening of any kind in your poultry house. You feel that you are doing them a particular kindness, and you see to it

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that the wind is tempered, and that your pets never get out of doors on the cold ground in anything but pleasant weather.

The result of this smothering is seen in your various tests of eggs in the incubator. One-third are not fertile. One-third die between the first and second tests, a 25% hatch results, and the mortality keeps right on after they are hatched; for not having yet been convinced of the vitalizing effect of the air upon your old fowls, you are equally painstaking with the babies, and they are kept in super-heated brooders that kill off all but the very strong, and quite frequently make a good clean job of it—and take the whole lot.

Let us see how this will figure out. We will start with 300 eggs. One hundred infertile, leaves 200 in the machine, and 100 of these drop out before the final test, and we get out perhaps 75 chickens. Placing these in heated brooders that have always killed more or less, we find that we have 35 chicks of two pounds weight to go to the roosting coop or market, and we will call them worth 50c. each.

**Efficiency Methods
Versus
Go-as-you-please
Methods**

Now we will start on the **increased efficiency plan** with an equal number of eggs, but these eggs were laid by hens kept in open front houses,—same houses costing less than the other kind,—the open air treatment resulting in greatly increased vitality. We find only 10% of the eggs infertile, and we only lose about an equal number between the first and second tests. This leaves about 250 eggs in the machine, and when the hatch is due we get a full 200 chicks that are full of ginger and snap.

The Remedy Here we find the **increased efficiency program** has given us 200 strong, hardy chicks from the same number of eggs, the same care and attention that yielded us only 75 second grade youngsters on the old style plan.

In brooding the babies after they are hatched, more wonderful and startling comparisons are found. We place the 200 **efficiency** chickens, that have started life's battle with a strong determination to live, in eight "Lullaby" Brooders, and follow directions. Here the air conditions and heat conditions are almost identical with Nature's own methods, and at the end of three weeks we have 190 chickens, while with the 75 chickens in a heated brooder, heated to a degree recommended by the manufacturer, and maintained with greater or less success—it is usually found at the end of three weeks that we have about **half** as many chickens as we started with, and we pass it up as the usual mortality, and go on grinding out more to run the same gamut of trouble.

Breeding Stock The modern **higher efficiency method** costs much less to install, and has everything to recommend it so far as economy of time and expense is concerned, and you may well ask, "Why do the other conditions exist?" The only answer is, "The skeptical mind of the public."

So much for the difference between the housing of the old breeding stock, and the brooding of the chickens up to three weeks of age.

Comparing the Feeding System, we find a still larger waste that could be corrected. The average method of chicken feeding is on the plan of keeping the chickens hungry, relying upon their keen appetites to correct the inefficiency of their diet. They feed boiled eggs, cracker crumbs, corn meal, oats, johnny cakes, cracked corn, meat scraps, wet mashies, and many other combinations, alternating between half starved conditions and five-minute gorging processes, that pass as feeding time.

The Brooding As against this we have our **modern efficiency method**, using our Growing Feed, a combination of meat and grains ground together into a most palatable ration, kept always before the chickens from one week's age to maturity. This feed is always within easy access of the entire flock. Each member has forty feeds or more per day, takes it as his appetite craves, and finds an unending supply. Never from the end of the first week does any member of the flock realize what the pangs of real hunger mean. The result is: market chickens in beautiful condition, two weeks to two months ahead of the old plan chickens, and pullets from one to two pounds heavier at the same age, rounded out before laying as perfectly as yearling hens.

[Did you ever stop and consider the various processes that the food goes through in the digestive economy of a chicken? We think it is not recorded who first advocated

EDITORIAL DEPARTMENT

feeding ground feeds wet to poultry, but we all did it, and many of us are doing it today.

Digestion

Why? Because our fathers and mothers did it. Now, we all admit that the best laying and the best growth cannot be obtained by feeding hard, unground grain. Why?

Because we have so developed the birds' appetites that their intestines are capable of digesting the food much faster than the gizzards can break up and grind whole grain.

Thus, we find that growing chicks, or laying hens, make much more rapid growth, lay more eggs or make a more complete development when fed ground grain. The reason, as we see it, is as follows: When fed on wet mash in the morning they gobble down a cropful in five minutes or less time; practically no saliva is mixed with the food in the process. This cropful of food is mildly attacked by the juices of the crop, which can only penetrate the outside of the mass before the inside sours. The passing of the food through the mouth so rapidly, and the gorging of the crop, practically throws all the work that should have been done previously, onto the intestines.

Getting Greater Efficiency out of Feed Consumed

In this way less of the food is digested, and more or less irritation arises, causing a tendency to bowel trouble, and less efficiency in the shape of eggs or growth is gained.

Now, when the birds eat our Growing Feed or Dry-Mash, they take the feed very slowly, mixing it thoroughly with the saliva before swallowing—they cannot swallow it if they do not—the feed passes into the crop slowly, and is rapidly saturated with the strong, digestive acids of this organ.

(It seems to us that this step in the digestive process is entirely overlooked by the advocates of wet mash feeding. It really seems as though the wet mash feeders must consider the crop as only a stopping station, or reservoir, for the food to rest in before passing to the gizzards and intestines. We know that a very important work is performed in the digestive process in the crop, and that our dry feeding method, recognizing this, gets a much higher percentage of efficiency out of the feed, and incidentally, maintains the birds in a much higher standard of health.)

Here the work of digestion is very thoroughly started before the feed passes along the alimentary canal through the intestines, and this supplementary work which Nature intended should be done before the intestines are reached, makes the process so much easier and more thorough.)

With the newly hatched chicken its destiny is practically made or wrecked during the first three weeks of its existence. If it finds itself in the land of plenty, with the proper food always within reach, it widens out into a broad gauged chicken, building a digestive system capable of assimilating large quantities of food, and grows into a larger bird than its parents, matures and ripens into one of those wide-tailed, square-bodied, heavy-limbed birds, that are a delight to us all. The pullets are ripe at five or six months of age, and produce eggs plentifully the full year through, and with utter disregard of outside weather conditions.

Frame Building

On the other hand, if the birds are brought up and cared for by one of our skimpy feeders, who thinks that they must be kept hungry all the time, the chickens develop into the thinner stock, who have been taught from infancy to look upon a square meal as a mistake; these mistakes occurring at such rare intervals that the birds cannot accumulate a surplus from which to manufacture eggs. In case a change of ownership gives them the benefit of full feeding, it takes them a long time to get over the shock, and it is a number of weeks, especially in the fall of the year, before they get well ripened, matured, and ready to start laying; and they never have the capacity to take in and properly digest the large quantities of food, that is necessary for the most profitable egg production.

Egg Producing Qualities of Dry-Mash

We have found a process of preparing Cod Fish Waste that makes it a wonderful food for poultry. This preparation of fish contains no oil, and thus there is never any danger of the eggs being tainted from its use, and all poultrymen recognize fish as the greatest egg producer to be obtained. It furnishes protein without the disturbing properties of fat found in Meat Scraps.

This partially explains the wonderful results our Dry-Mash feeders uniformly report. We also use the same form of fish, in a coarser size, in our Gritless-Chick Feed.

When the chick is first hatched, it has recently absorbed the yolk of the egg in the intestinary chamber, and this furnishes a portion of its food for the next ten days, after which time, in a normally healthy chicken, it disappears.

Now, during this ten-day period, with the yolk to draw on, it is easy to realize that no more animal fat should be added to the ration. But the chickens crave animal food, and grow much better when fed a ration that contains this lean meat, without the fat.

Here again the Cod Fish furnishes just the desired element, and nothing else that we have found answers the purpose. Meat Scraps uniformly contain from 10% to 20% fat.] Going back to the three-weeks-old chickens, let us follow the housing system and general care, aside from the feeding.

These modern heated brooders are usually too large for the babies, and too

OR YOUR MONEY BACK

small for the four to six-weeks-old youngsters, unless, as usually occurs, Dame Nature has reduced the flock to one-half or one-third of the original number. The result is crowding in uncomfortable quarters at night, and much loss of efficiency in their general discontent, and much loss to the vitality and economy. Chickens cannot make satisfactory gains when living in bad air, in too small coops, or when suffering from insufficient food or improperly balanced rations, or in too large flocks (one hundred chickens running together and roosting in quarters about right in size for twenty-five chickens).

Twenty-five chickens properly cooped and fed will make as many pounds gain upon one-half the food consumed, as will fifty chickens improperly housed and fed, and the strangest part of the whole story is that the increased efficiency plan takes no more, in fact takes less labor than the old plan, and brings much quicker returns. This higher efficiency method gives us full, plump broilers and roasters, ready for market or table at five minutes' notice. The old method gives us broilers and roasters only after a fattening process, two to four weeks behind the other, and from one-half to two pounds less in weight.

We have taken the chicken through the growing period and marketing age, to the laying pen. From our original three hundred eggs we have ninety to one hundred strong, heavy, well matured efficiency pullets, as against the twenty to thirty-five pullets that matured one to three weeks later, and which were one to two pounds each less in weight on the old plan.

The old style method takes the twenty to thirty-five pullets, places them in a nice warm house, with plenty of glass, feeds them a hot mash in the morning, keeps them more or less suffocated all winter through, reproducing the same kind of eggs and chickens the following spring; thereby perpetuating the general inefficiency scheme.

The modern higher efficiency plan places these large, well rounded-out pullets in houses costing much less to construct, being one-third or more open to the south, feeds them our Dry-Mash (before them all the time), and throws Scratch Feed to them once a day. The eggs start and continue to come all the fall and winter. They hatch out the same kind of high efficiency chickens, and the profits are assured.

We have attempted briefly to give you some of the reasons why our dry feeding system produces so much better results than the old way, and why its users are uniformly successful. A trial of the method will convince you.

Our Feeding Chart gives careful details for feeding during every period, from newly hatched chickens to fattened old laying stock, ready for market. The Chart is packed in each bag of feed, or sent by mail upon request.

The conditions we have portrayed are such as actually exist on thousands of poultry plants today. One owner is considered lucky. The other complains that the birds do not do well, and rails at the tariff, reciprocity, and has a general grouch. One owner knows that there must be a reason why every egg fails to hatch, and a reason why every chick dies. He earnestly tries to arrest these troubles, follows our directions, and accepts our statements (that seem somewhat radical), but has faith, tries them out, and finds even better results than we have predicted.

We are glad to say that thousands of our patrons are today much more prosperous from our dealings with them, but realize that there are hundreds of thousands yet to be convinced and put upon the higher efficiency plane.

If you have been helped, won't you help your neighbor?

If you are still in the doubting column, won't you make a few tests of our methods, and when convinced hand along your good results, and help spread the good work?

If we all get together we can easily double the poultry crop of the country, and thereby all gain more returns and greater prosperity.

We consider poultry the most profitable crop that can be raised today, and know that the profit now derived from it can be doubled by our system.

If you are not using our feeds, a trial is all we ask.

Send to us for the name of the dealer nearest you carrying our goods.

Success Follows the System

We find there has been some confusion in the minds of our readers and the poultry public regarding our No-Yard System.

We decidedly recommend large runs and free range for growing stock and breeding stock wherever possible, but with birds from which no stock is to be perpetuated,—being used for the production of table eggs only,—the No-Yard System will be found to give much heavier egg yields, require the minimum of care, room and expense.

Breeding stock should not only have outdoor exercise 365 days in the year, but should have good sized yards and a much smaller number of females to the male than is usually practised throughout the country.

The Park & Pollard System of feeding, housing, brooding and rearing has made success for thousands of poultry plants, and will for you if you will follow directions complete. Do not, however, use a part of this system and expect best results. Use the whole system and we guarantee the results.

Do not institute into your plant a part of our system, mixing it with poultry paper suggestions, neighbors' advice and friends' criticisms. There is only one way to take a cold bath,—you cannot take it piecemeal; take it all over. Where our systems are radically different from what you have been practising, try them in a whole-hearted manner, just as we outline them,—in one or two flocks only if you wish to do so before you try it on the whole lot,—but when testing it, use it as outlined, and do not let the neighbors "butt in."

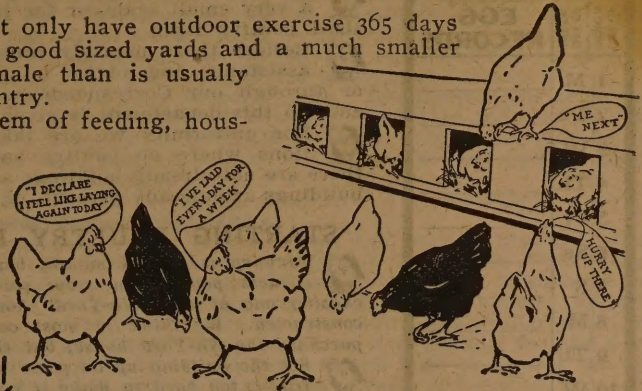
We guarantee results when used as directed, but when diluted and twisted the very purpose for which the strongest features were introduced may be frustrated.

Do not attempt to raise chickens in a "Lullaby" Brooder and put two chickens in it to try it out. Neither should you put in twenty-five chickens and then keep them behind a stove. Put twenty-five chickens in the "Lullaby" Brooder in an unheated room and then follow directions.

Do not take your windows out of your house and then put them in again whenever it looks as though it was going to be a little bit cool, thereby forgetting the principles that fresh air is necessary all the time.

Do not buy Dry-Mash and feed it wet, or use other brands and mixtures of scratch feeds, thereby throwing the ration out of balance, scouring your birds, and otherwise putting them out of condition.

Do not buy Growing Feed and hope to hasten the growth of your chickens by adding meat food. It already contains all the meat ration necessary for the best results.



The Park & Pollard Co.,
Gentlemen:

Exeter, N. H., 30 South St., April 17, 1911.

After carefully trying out your system of feeding for laying hens I find it to be all that you recommend it. During the month of March, 1911, I received 416 eggs from 20 hens, some of which had been laying since October, 1910.

Have used your "Lullaby" Brooders and have not yet lost a chick through the fault of the brooder.

Yours very truly,

(Signed) H. J. Thurber.

The Park & Pollard Co.,
Gentlemen:

Poughkeepsie, N. Y., 14 Hammersley Ave., June 6, 1911.

I have taken up your system of poultry feeding, and am very much pleased after a three months' trial. My hens are laying splendidly and chicks growing faster and appear healthier than any I have ever had.

Yours truly,

(Signed) Mrs. C. R. Horton.

OR YOUR MONEY BACK

JANUARY

DEPARTMENT OF MONTHLY HINTS

JANUARY

ABOUT THE MONTHLY HINTS



EGG RECORDS

DAY OF MONTH	DAY OF WEEK	
1	M	
2	Tu	
3	W	
4	Th	
5	Fr	
6	Sa	
7	S	
8	M	
9	Tu	
10	W	
11	Th	
12	Fr	
13	Sa	
14	S	
15	M	
16	Tu	
17	W	
18	Th	
19	Fr	
20	Sa	
21	S	
22	M	
23	Tu	
24	W	
25	Th	
26	Fr	
27	Sa	
28	S	
29	M	
30	Tu	
31	W	

TOTAL

Feed DRY-MASH for
Bigger Totals
and Better
Eggs



With the continuation of our previous policy, which has found so much favor with our patrons, of giving two pages of monthly hints for each month, we are combining hints for starting in the poultry business, for the guide of those who have not previously kept poultry.

These hints may be adapted for those who plan to start on a very small scale, or for those who are planning on a full sized poultry farm.

Besides these monthly hints we are always ready to give assistance and advice in personal interviews in our store, or through our Correspondence Department. More full reference to this department is given on page 2 of this book.

For uniformity we are taking as a basis supposed conditions where no poultry has been kept before, and where there are not already buildings available for the purpose. Where buildings are already present, of course, the expense will be less.

STARTING POULTRY KEEPING IN JANUARY

January is a cold month, but this should not deter any really earnest poultryman from starting in business. Begin by purchasing one of our "No-Yard" houses, or having a similar building constructed. We think in most cases it will be more economical to purchase the No-Yard house, but that is for you to decide.

Set the building up on posts when it arrives, or if the ground is frozen too hard to make it possible to dig post holes, simply set it on four corner stones or wooden blocks, scraping off the snow and filling the house in six inches to a foot above the bottom edge of the siding with fairly dry sand or gravel. If the ground is not frozen, set up on four corner posts, fill in with earth and gravel, and bank up the outside two or three inches above the lower edge of the house. Put six inches to a foot of good litter on top of the sand or gravel. Leave the cloth door open every day, unless the storm is coming from the south, (assuming that your building faces the south), and you are ready for your live stock.

Improper housing is one of the things that figures strongly against profitable poultry.

In climates as severe as New England we recommend that not less than one-third of the entire south surface of the house be constructed of wire only, with a light frame covered with cheese cloth or waterproof sheeting, for use on nights when the temperature ranges below zero; or for use during the driving storms when the house is very narrow so that storms beat in onto the birds on their roosts. At other times, day and night, cloth doors should be kept fastened back, so as to give a free circulation of air.

For climates less severe than New England, ranging to summer conditions, we should modify this plan only by increasing the amount of wire on the south side.

For southern states, California and other mild climates of the same character, we should recommend that the entire south side of the building be constructed of wire only, without any cloth whatever.

We should aim to err in the direction of always giving the birds more air, if the slightest doubt remains in your mind on that point. This method of housing will make a world of difference in the health of your flock.

We suggest the purchase of 15-18 pullets with no male bird, if you are in the business to supply your table with fresh eggs alone. If you are starting in to breed your own stock, and this lot is for your original breeding stock, we urge the purchase of not over ten to twelve females, preferably yearling hens, and a good vigorous cockerel,—one that is well developed and fully up to the standard weight of the variety you have decided shall be your choice. Fill up the Overall Feed dishes with Dry-Mash, give them Scratch Feed once a day, provide fresh water, grit and oyster shells, and you should soon be getting eggs.

Do not go into the poultry business if you do not like hens.

YOUR MONEY'S WORTH

DEPARTMENT OF MONTHLY HINTS

GENERAL MONTHLY HINTS

Plan Your Year's Work, and Then Work Your Plan.

 January is a good month to plan out the campaign for the next year's or few years' work. Make up your mind, first of all, that you are going to be a high grade poultryman; that you are going to improve your last year's profits; that you are going to raise your stock better this year than you ever did; that you are going to have a plan and **stick to it**; that nothing will tempt you to keep changing from one breed to another, from raising eggs for market to raising eggs for hatching, from market poultry to fancy poultry; and that you are determined to so improve your breed by careful feeding that they will weigh from one to three pounds more when they go to market, and that the cockerels will go to market from one to two months ahead of any of the neighbors'. **You can do it. Stick to it.**

 Late hatched June and July pullets should begin laying this month, if they have been properly fed and cared for. Broilers and roasters started this month bring the cream of the year's prices, and the parent stock should be selected as per suggestions in our October and December hints. They should be laying well now, and the incubators and brooders put into working order, and the work started early in the month.

 Cut down the number of females in your breeding pens. The annual loss from infertile eggs, weak germs and delicate chickens would total up into millions of dollars. You say that it would be a nuisance to put half as many females in each pen—well, then, put a partition through each pen. It may be a nuisance, but not half as much as throwing away half of your early hatches.

 **Small flocks spell big profits**, and this rule holds good from start to finish.

Pampered stock and pampered chicks spell failure.

 Breeding stock previously selected should be housed in cold houses and fed upon our **DRY-MASH** and **Scratch Feed** with oyster shells always within reach. This ration insures a steady egg yield, birds always in good health, and if the stock is such as we have described, eggs are sure to be fertile, and chickens hardy and easily reared. Sloppy, wet mash, stop-watch feeding is not only nerve racking and continuous drudgery to the owner, but keeps the birds on edge and at all times watching and waiting for the next feed. Where our way is once given a trial, the old methods are sure to be laid on the shelf, and you wonder why this business method was not previously discovered.

 Chickens hatched in the middle of the winter need good brooding accommodations, and while the style of house and plan of brooder may vary with the owner's fancy, for a safe proposition nothing equals the small colony house with a "Lullaby" Brooder contained therein. The chicks should be kept in the brooders according to directions until one week or ten days old, then allowed the run of the dirt floor of the house for another week. When two weeks old daily out-of-door exercise must be provided and insisted upon. Chickens cannot grow successfully without it, and leg weakness is sure to follow if one attempts to rear them without this. Feed them something they like on a bare spot of ground just outside the building, and provide easy access to and from the house (no stairs or blind passageway) and they will work back and forth under zero weather conditions with nothing but benefit to themselves and their owner.

 Baled shavings make excellent litter. Most grain dealers carry it in stock.

 Better give the breeding hens a little more room than the layers, and if you find you must sell a few pullets in order to do this, send them to us alive.

 Get your incubator this month and be sure you have plenty of brooding room.

 Most buyers make the mistake of not providing enough space for the youngsters after they hatch.

 Look up your dealer's stock of Chick Feed. See that he orders enough for you and all your neighbors, and that he places his order in season. **Take no substitute for our GRITLESS-CHICK FEED.** Tell him Dry-Mash and Scratch Feed are giving you more eggs than you ever got before this month.

"Lullaby" Brooders will make a sure success of the poultry business for you.

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

 We propose to give in each month's hints, a few health notes on diseases to be guarded against. **IT DOES NOT PAY TO DOCTOR SICK HENS**, for you can never really cure them. They seemingly get well, but go down and out later without apparent cause.

 These hints are to give you suggestions as to the best methods of guarding against the troubles that are seasonable, but if housed and fed according to our system diseases are practically eliminated.

 The only trouble for January, and most of the fall and early winter months, is roup—or neglected colds, caused usually by crowded sleeping quarters, or roosting in drafts or in too warm houses without sufficient air.

 Birds housed in houses that are one-third open to the weather on the south side, (or more open in southern climates), will be free from roup or colds if the opening allows no draft. It is the safest way.

 **TO AVOID DRAFTS.** Long houses must have tight board partitions between each pen. Colony houses should be fairly tight on all sides, but the south, and the opening here should be about two feet from the floor, and sides and roof as illustrated by our cut of No-Yard house, on page 47.

OR YOUR MONEY BACK

FEBRUARY

DEPARTMENT OF MONTHLY HINTS

FEBRUARY

STARTING POULTRY KEEPING IN FEBRUARY

 The conditions for starting the poultry business in February are much the same as for January, except that for breeding purposes it is easier to procure well developed pullets that will make satisfactory breeders, altho stronger chickens will be the rule if yearlings are used as recommended for January. Get an incubator, if raising chickens is your object, and start it up as soon as the eggs come freely.

 Our cities are growing rapidly; our people are appreciating the value of fresh eggs. The price keeps working up and will continue to work up until you receive 75c per dozen for eggs during the holidays. Get aboard!

 Do not spend much money on fancy breeds, new varieties, and new blood. If you will take proper care of your own stock, you can develop it into as good and hardy a stock, and handsome as any you see in the show rooms.

 Keep your expenses and your ideas down to the market level of price, and you will make money, while if you try for the long prices of fancy stock, you will find only disappointment and loss.

 We have been there,—we have won the ribbons, and sold the high priced birds,—but take it from us, THERE IS NOTHING IN IT. It is the good market biddy that has no frills, fancy skirts or shirt-waists, that pays the grocery bills and the mortgage.

GENERAL MONTHLY HINTS

 The old style brooders shipwrecked many a poultryman. The "Lullaby" is a life saver to the chickens and their owners,—only costs \$1.50 delivered anywhere.

 Winter chickens, in fact all chickens, should be well fed in order to get the benefit of the quick-growing habit of the previously selected ancestors. Surely the youngsters cannot make bone and muscle out of a "pleasant view" or "good sunny weather"; something more satisfying to the appetite will answer much better, and while plenty of good vitalizing air must be provided, so must an abundance of food be always within reach.

 Is your house fixed so that it is free from draughts? Use waterproof sheeting instead of glass in your brooder house. Use plenty of good litter. The birds need exercise to keep in the condition that means profitable poultry.

 Keep the Dry-Mash hopper full. The birds are keeping union hours now.

 Scald out the drinking dishes occasionally with our Presto Disinfectant.

 If your early hatches show signs of leg weakness, be sure that you get them an out-of-door run. In fact, feed them out of doors on the bare ground one or two feeds per day of some delicacy that they are very fond of. Get them out into the open air after they are ten days of age regardless of temperature. Shovel off a spot right down to mother earth, and do not be afraid to let them eat a little snow. Send us your orders now for baby chickens for April delivery.

 After a person gives our Gritless-Chick Feed a thorough trial we are sure of as many customers as they have friends in the poultry business.

 You will have to put on your thinking cap often nowadays, or the other spring work will crowd out the chicks. Do the fair thing by them. Their success during the rest of the year depends on it.

 If you feel you cannot afford Gritless-Chick Feed, try our Red Ribbon brand. This will raise more chickens than any other feed except Gritless-Chick Feed. It is manufactured just as carefully as our famous Gritless-Chick brand, but leaving out the animal food reduces the cost, so that we can sell it at a lower price.

YOUR MONEY'S WORTH

EGG RECORDS

DAY OF MONTH
DAY OF WEEK

1 Th
2 Fr
3 Sa
4 S
5 M
6 Tu
7 W
8 Th
9 Fr
10 Sa
11 S
12 M
13 Tu
14 W
15 Th
16 Fr
17 Sa
18 S
19 M
20 Tu
21 W
22 Th
23 Fr
24 Sa
25 S
26 M
27 Tu
28 W
29 Th

TOTAL

Feed DRY-MASH for
Bigger Totals
and Better
Eggs



DEPARTMENT OF MONTHLY HINTS

 We recommend the Gritless-Chick Feed above all others, but the Red Ribbon brand is the next best feed on the market.

 Chicks of the large American breeds hatched this month will make the best of early Roasters, and will bring good prices in June and July.

 Explain to your dealer that you have already started your incubator, and that you have a few hens that want to sit, that the chickens will soon be here, and that you will want Gritless-Chick Feed and Growing Feed right away—also drinking fountains and feed dishes.

 Does your dealer keep a full stock of our feeds? Explain to him their value, and impress upon him the fact that you must have them continuously.

 Start the "Lullaby" Brooder in a clean house, with not more than 25 chicks together; feed our Gritless-Chick Feed liberally, better up to the wasting point than to let some of the chicks go hungry. Start the Growing Feed as soon as they are one week old, and let them have the run of the house when ten days old. Do not let them bunch up out in the bright sunlight on cold winter days. The sunlight has a fascination for them and frequently they will huddle together and get chilled outside in preference to going to a warm hover chamber. In wooden brooders it is sometimes better to hang a thin curtain over the glass window to avoid this trouble, until they reach a more discriminating age.

 It does not matter how you are interested in poultry; if already in the business, wishing to enlarge or increase your profit the coming year, and you own a farm on which you are not realizing as much as you think you should,—sit down and write us all about it, and let us see if we cannot help you. There will be no charge for our services, and your letters will be answered by men thoroughly versed on the subject. No ballooning or fairy tales. To make a success of our business, we must make a success for our customers.

 If your rooster is old, do not have too many hens in the pen with him, if you expect the eggs to hatch.

 If one keeps hens for egg production alone, there will be no need of having any male birds. It costs at least \$1.00 a year to feed a male. Better keep an extra hen.

 The geese will begin laying this month. Take care that the eggs do not get chilled on the cold mornings. The first few are apt to be infertile. Give the geese a more liberal ration, plenty of green food and a chance to exercise freely. Geese eggs hatch much better under hens than in incubators. Four eggs are enough for one hen in cold weather.

 If you see a rat on the premises, get a box of Young's Rat Destroyer and stop him. See page 45.

 Turkeys should be properly mated and well fed, that they may get to laying early. Don't keep them closely confined; turkeys more than any other poultry need free range.

 Send us the names of your poultry friends to whom you want us to send copies of this book. They will consider it a favor, and we shall be glad to send it. Remember it is our aim to help every poultry raiser make a success of his business.

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

 This month's troubles, if any, are likely to be from confinement, sometimes resulting in egg eating and feather pulling, caused by the birds not getting all the variety of feed which they pick up while on range.

 These elements we supply in our Dry-Mash, practically eliminating all chances of this trouble by the use of our feeds.

 Canker sometimes appears this month, but it is really a case of roup that you thought you cured last fall. Healthy hens do not have it unless they drink out of the same dish with the sick ones.

 MORAL: Isolate or dispose of all doubtful ones, and continue the isolation until you dispose of them.

 Crop bound birds have not been getting enough roughage in their feed, and to satisfy the craving, eat their litter, straw or long hay used in making nests. This long material accumulates in the crop, and sometimes causes death. Park & Pollard Dry-Mash provides roughage.

Opal, Wyoming, February 1, 1911.

The Park & Pollard Company, Boston, Mass.
Gentlemen:

It may interest you to know that I put 100 Leghorn chicks in the "Lullabys" and raised 98% of them. I shall want at least 18 more this spring. You have this brooding question down to solid facts.

Yours very truly,

(Signed) W. F. Carl.

OR YOUR MONEY BACK

MARCH

DEPARTMENT OF MONTHLY HINTS

MARCH

STARTING POULTRY KEEPING IN MARCH



EGG RECORDS

DAY OF MONTH	DAY OF WEEK	
1	Fr	
2	Sa	
3	S	
4	M	
5	Tu	
6	W	
7	Th	
8	Fr	
9	Sa	
10	S	
11	M	
12	Tu	
13	W	
14	Th	
15	Fr	
16	Sa	
17	S	
18	M	
19	Tu	
20	W	
21	Th	
22	Fr	
23	Sa	
24	S	
25	M	
26	Tu	
27	W	
28	Th	
29	Fr	
30	Sa	
31	S	

TOTAL

Feed DRY FASH for
Bigger Totals
and Better
Eggs



 Carry out the January plan as to getting the house ready and setting it up, except that starting with newly hatched chickens no litter would be required. This is a very good plan if economy on first cost is the object.

 This house makes a fine brooding house for two "Lullaby" Brooders and fifty chickens, using the dropping board on which to handle the brooders until the chicks are a week or ten days old,—then giving them the use of the house, separating the two lots with a little chicken wire. When two weeks old provide runways outside, covered to keep out the cats, and when the cockerels are ready for broilers, send them to us alive, giving the pullets the entire house in which to mature.

 While this plan does not provide an immediate income, it costs very little to start it, and the cockerels sold should pay for the feed that they and the pullets have consumed up to date.

 Do not go into the poultry business if you think you can half feed your flock and make a success of the business. The hen's body wants come first; if there is any surplus it is made up into eggs. It is up to you to provide the surplus.

GENERAL MONTHLY HINTS

 When planning your extensions for the year, if you build your roosting coops for your young stock on the colony laying house plan, you will find that your capital is working twelve months in the year; whereas, if you use a low, small roosting coop, you must rebuild again in the fall. Select a type of colony house that pleases you, then add to your plant each season as many of these colony houses or units, as you need. In other words: Have a plan and then work your plan.

 Brains are needed as much as capital in the poultry business.

 Following a hard winter, this is the month of poor hatches from stock that has been fed upon wet mash and partially smothered all winter in glass houses. Such stock needs a few weeks' exercise in the open air to get thoroughly alive again.

 Test out the infertile eggs from the incubator carefully, throwing out all the "veiny" ones, saving only those that are absolutely clear.

 Remember when you let your dealer persuade you to use something "just as good" as our feeds, that you alone are the loser; he is making his profit just the same, perhaps more; he has nothing to lose—you have all to lose.

 Set all the broody hens that come along this month.

 Keep the incubator full. After ten days swap the eggs out from under the hens into the incubator. The machine will finish them up better than the hens and deliver more chickens, with no lice. An incubator and the hens working together make a splendid combination, and beats either one working alone.

 Healthy chickens live unless abused. Healthy hens lay eggs, that if not abused, hatch healthy chickens. Now it is up to you; if you are losing chickens, why? Are you abusing them, or did you abuse the old stock? Abuse may come in two forms,—neglect or over-attention,—trying to keep your birds too warm in winter, feeding improper feeds, etc. You may be keeping your chicks too warm, not running your incubator properly. There is a reason for the death of every chicken. Try and see this year if you cannot cut last season's mortality one-half. Let us help you.

 Early January hatched broilers can now be marketed, as the demand for this month does not call for them to weigh over three-quarters to one pound each. Market limited as to number required.

 Pullets hatched this month will give good results in the fall.

YOUR MONEY'S WORTH

DEPARTMENT OF MONTHLY HINTS

 Cockerels of the American varieties, March-hatched, caponized, sell at good prices for roasting chickens during August and early September. This month is usually the year's lowest point for prices on eggs.

 Leg weakness, bowel troubles, smoky lamps, fires, and lamps blown out—all past and forgotten, and the chickens living much better and growing like weeds, in "Lullaby" Brooders. Price \$1.50 each, delivered.

 As a rule the eggs from hens that did heavy laying during the winter will not be so fertile as eggs from hens that made but a fair showing. Give the hens a hopper of Growing Feed in addition to the Dry-Mash. It will help their condition and the fertility of the eggs.

 Alfalfa cut or meal makes splendid litter for brooders and runs for early chicks, always sweet and not expensive.

 By figuring out about how many broods of chicks there will be, and counting over the coops, building more if necessary, and having them all placed where they can easily be reached at the time wanted, a good gain will be made, and there will be no need of rushing around looking for a coop when other work is pressing, or else using the handiest thing for the hen and her chicks, and losing many in consequence.

 If you ever raised chickens artificially, you had trouble. "Lullaby" Brooders correct them all; \$1.50 each delivered anywhere. Worth \$10.00 cash in the lives they save. Get them of your dealer.

 If you are not getting a satisfactory egg yield let us know how you house and feed your stock. We will give you the benefit of our experience.

 All of our friends do not keep poultry (99% of those who don't would like to) but all who keep poultry are our friends.

 Every "Lullaby" brooder sold, sells five more. Every user pleased.

 In mating the pens of breeding stock refer to October hints for the selection of male birds, and our December hints on the selection of females. Remember that nothing but the best is good enough, whether for eggs, roasters, broilers or fancy poultry.

 See that your dealer's stock of Lice Powder, Lice Killer, Water Fountains, etc., is ample and of our goods. Remember, ours are the "money back" kind. Tell him our Lice Powder is ground finer and is more powerful than the others, suits you better, and costs him no more.

 You can forget all your brooder nightmares of the past by using "Lullaby" Brooders at one-tenth the price of the old style machines.

 Get the spring coops and fittings cleaned up and in working order. Chickens will soon be plenty, and time scarce.

 The ducks should be shelling out the eggs at wholesale this month, and the fertility and hatchability will be much better than in January and February. The young ducklings will be growing more plentiful.

 Save every bit of sour milk you can for the poultry. They will make as good use of it as any creature on the farm.

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

 Leg weakness in chickens is caused usually by confining the birds indoors, and on hard floors and overheated brooders. Get your birds out of doors when ten days old, and raise them always (all of them) in "Lullaby" Brooders.

 Sitting hens leave their nest if lousey—seldom for any other reasons. Use our Lice Powder liberally whenever you set a hen, and at other times also.

 Poor fertility is usually caused by insufficient air in the quarters during the winter, too many females with one male, or too large flocks. Cut down the size of your flocks, and take out the windows, substituting wire netting, water-proof sheeting, or cheese cloth.

 Raise your chickens on a new lot of land each season, or let a crop of green stuff grow between seasons, and you will not be troubled with gapes in your chicks.

The Park & Pollard Co.,

Gentlemen:

I have young chickens fourteen weeks old that weigh four and one-half pounds, raised exclusively on your feed in my back yard.

Yours very truly, (Signed) Charles Rishe.

The Park & Pollard Co.,

Gentlemen:

I have been feeding your Growing Feed to my chicks this spring and thought you would like to know the results.

I had some chicks hatched the first of March, they were Single Comb Buff Orpingtons. I weighed six of them the day they were ten weeks old and they weighed eighteen pounds, an average of three pounds each. One weighed fifty ounces.

Yours truly, (Signed) O. M. Jarret.

The Park & Pollard Co.,

Gentlemen:

Your poultry feeds and "Lullaby" Brooders are a combination hard to beat.

Yours very truly, (Signed) M. L. McClean.

Tower City, Penna., August 29, 1911.

Scottdale, Penna., May 15, 1911.

Saybrook, Conn., February 7, 1911.

OR YOUR MONEY BACK

APRIL

DEPARTMENT OF MONTHLY HINTS

APRIL

STARTING POULTRY KEEPING IN APRIL

 Starting in April is a cinch. Buy the houses as in January plan, and if eggs for table is all that is wanted, you will not have long to wait. Your pullets will be laying within a day or two after you get them, and in a week's time you will be getting a dozen eggs or more a day.

 If you wish to start with the minimum expense and are willing to wait for the chickens to grow, get an "Overall" House and two "Lullaby" Brooders and proceed as in March using the house for the pullets after the cockerels go to market.

 Using incubators, you simply provide more "Lullaby" Brooders as the chickens hatch.

 If hatching with hens, set them in a dry place with plenty of ventilation. Avoid damp cellars. Forget about sods and damp earth in the nest.

GENERAL MONTHLY HINTS

 Watch the cockerels and pullets, and mark now the ones making the most satisfactory growth, choosing those that have grown steadily and at all times have been plump, full breasted, and in good proportion.

 Avoid those that grow leggy, with thin breasts, and also the ones that grow unevenly, making a month's or two months' progress and then apparently stopping, and later going ahead again.

 Get the breeding stock out of doors, give them plenty of room, not too many females with your males.

 If you have previously lacked the nerve, take all the windows out of your poultry house this month, provided, of course, that they are all in the south side and no draughts on the roost result.

 There never will be too many good poultrymen; do not be afraid of that. Be one of the best.

 If not intending to use broody hens for sitting, break them up at once. Have a comfortable, cold, airy place where they may be shut up until they are over the brooding fever. Do not let them waste time on a nest. Get them to laying again.

 Set the first turkey's eggs under hens; let the turkeys sit later in the season.

 A good garden, a cow, a flock of hens, and you can cut your grocery and provision bill in half and begin to live where you only existed before.

 Growing Feed is the feed that puts those nice plump broilers and roasters on the market, and gives us the big hardy pullet that lays all winter, and in the spring produces the kind of chicks that are bound to live if given half a chance—and our feeds.

 Cull your flock closely. Market everything that is not making valuable use of every kernel of grain it eats. Do not house any loafers. Get them into money. We are always ready to pay a price for anything in live poultry.

 If all the chickens that have been killed in heated brooders could have been placed in our "Lullaby" Brooders, and marketed, they would have paid off the national debt.

 February chickens should be weaned from brooders and placed in colony houses this month.

 This is a grand month to get out your fall layers. If you find you are not getting as good hatches as you planned on, better get some chickens of us to fill out. Feed all your chickens 25 per cent more feed than they ate last year if you can bribe, coax or threaten them to eat it. It pays.

 Do not be afraid to give the chicks all the sour milk they will eat. Good for them. If there is anything better, we have never found it.

YOUR MONEY'S WORTH

EGG RECORDS

DAY OF MONTH	DAY OF WEEK
1	M
2	Tu
3	W
4	Th
5	Fr
6	Sa
7	S
8	M
9	Tu
10	W
11	Th
12	Fr
13	Sa
14	S
15	M
16	Tu
17	W
18	Th
19	Fr
20	Sa
21	S
22	M
23	Tu
24	W
25	Th
26	Fr
27	Sa
28	S
29	M
30	Tu

TOTAL

Feed DRY-WASH for Bigger Totals and Better Eggs



DEPARTMENT OF MONTHLY HINTS

 To break up your sitting hens, catch them the first night you find them on the nest, and place them in light airy coops, with wire or slat bottoms. This kind of a coop keeps them from hugging a board floor or the ground, and by permitting the free circulation of air below them, tends to reduce the fever which is in their blood at this time.

 Better caponize the cockerels if intended for roasters. Place in fair sized yards or let them run at large, and feed—and feed hard. These chickens are going to be worth thirty cents a pound in June and you cannot afford to have them stand around a minute waiting for the feed to come. Do not forget to feed the ducks and goslings all you can make them eat. The more they eat, the better the profit; skimping the food does not pay.

 Try this year and have a nice lot of big 5 or 6 lb. soft roasting chickens to sell during the Christmas holidays.

 Use all the poultry manure in top-dressing the grass land or on the garden plot. Broilers are in better demand during the last part of April and first of May than at any other time of the year.

 This is the month when the demand for Growing Feed grows rapidly. Tell your dealer to order as many bags of Growing Feed as of the Gritless-Chick Feed and Intermediate Chick Feed together. The chances are it will outsell both combined. Tell him you will soon need Park's Lice Killer, and if he has not already ordered, now is the time.

 Let a few of the hens hatch a clutch of chicks, if you have no incubator, and set them the second time, it rests them, but give the chickens to the "Lullaby" Brooder; costs less than the old hen's time is worth,—\$1.50 each delivered anywhere.

 January and February hatched broilers are now selling well, and prices during the month should be at the top. If you think there is more money in them for you as broilers, let them go now, if they are large enough. The market calls for larger broilers this month than in February and March, and wants still larger sizes in May. Always give the party paying the bill what they want—if they call for two-pound broilers, do not send them one and one-quarter pound, or you will lose in price.

 This is one of the best months to hatch pullets for middle-fall and early winter laying. Get out all you can.

 If you prefer to buy chickens already hatched, come in and see the strong, hardy baby chicks that we handle. With our "Lullaby" Brooder you can give the old hen some points on raising chicks.

 Do not throw away that sitting of eggs simply because the hen left the nest and they got cold. Unless they have been exposed to freezing temperature for 24 hours, in many instances the hatch will come along as if nothing had happened, if you put another hen on and let her finish the clutch.

 If you see a rat on the premises, get a box of Young's Rat Destroyer and stop him. See page 45.

 Get away from the old idea that you should keep fifty chickens in a lot. You will make almost, if not quite as much profit on twenty-five chickens raised in the "Lullaby" way, as with fifty raised in the old-fashioned way.

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

 As a rule poor hatches are the result of low vitality in the breeding stock. (See March hints referring to poor fertility.)

 Feed our Dry-Mash, keep the houses open all winter, and you will find your hatches are uniformly good, and the chicks are strong and hardy. The fish in the Dry-Mash promotes wonderful egg production without impairing the vitality.

 Liver troubles and indigestion are caused by poor food and improperly balanced rations.

 Guard against these by following the directions on our Feeding Chart, a copy of which you will find in each bag of feed.

 Chicken Pox is some more of last fall's cured (?) colds and roup, and now showing up in another form.

West Hanover, Mass., April 13, 1911.

The Park & Pollard Co.,
Gentlemen:

I am using all of your feeds now and think they are better than all others. Your Growing Feed is great.

Yours very truly,

(Signed) Frank Sicholl.

Borford, Mass., May 25, 1911.

The Park & Pollard Co.,
Gentlemen:

The little Rhode Island Red chicks came O. K., and are all bright and lively, not a droopy one in the lot. Am. very much pleased with them.

Yours respectfully,

(Signed) E. K. Mortimer.

OR YOUR MONEY BACK

MAY

DEPARTMENT OF MONTHLY HINTS

MAY

STARTING POULTRY KEEPING IN MAY

 Pullets for laying or breeding had better be the rule for starting in May. Set the house up and raise the chickens, if that is to be the business, in the "Lullaby" Brooder; or start with "Lullabys," as in April. The house will soon be needed, and makes an ideal roosting coop. Use the incubator and "Lullaby" if you are breeding your own stock.

GENERAL MONTHLY HINTS

 If your chickens are on range or in yards where the hawks bother them, sometimes convenient brush heaps, or stretches of wire netting, so placed as to break up the swoop of the hawks as they skim along the ground in catching the chickens, will stop their thieving.

 In early spring a cornfield, with last season's stalks standing, makes an ideal dodging place for the youngsters, and Mr. Hawk will give it up as a "bad job," trying to catch them in among the stalks.

 There is only one way to feed poultry if you would make a success of the business; stuff them with the right kind of feed from "hatch to hatchet."

 Nothing but lice will cause the old hen to leave her eggs when she has settled down.

 Sitting hens are lice breeders. This is one reason why the incubator is to be preferred for hatching chickens.

 The chickens are free from lice to begin with and it is not such a difficult matter to keep the lice in subjection.

 A good many lots of broilers go to market in crates that weigh as much again as the birds. Express costs just as much on the coops as on the birds. Our PERFECTION CRATES carry 100 lbs. of poultry and weigh 22 lbs. each.

 Whitewash the chicken coops. Disinfect the hen houses with our Presto Disinfectant at least once a week, and continue through the hot months to come.

 Stop the red mites with our Liquid Lice Killer before they get started—prevention is better than cure.

 Do not let the breeding ducks waste time brooding on their nests. Shift them to a strange place and they will quickly be cured of their desire to sit.

 Hatch the eggs in an incubator or with hens.

 Growing Feed and a good quality of Scraps will produce eggs when the hens are apparently "laid out." Try it at our expense if it fails.

 Outdoor brooders must be kept under a shed or some kind of sun protection to maintain the even hover temperature desired. In teaching young chickens to run in and out of outdoor brooders regularly, use a sod or pile of dirt for them to run up and down on. Also when building their first yards make them A-shaped, with the apex at the opening of the brooder, then the chickens will have no corner to bunch up in during the bright sunny days, and their education takes much less of the attendant's time.

 Twenty-five chickens, a "Lullaby" Brooder, a little feed, and you are a full fledged chicken man and going to make a success of it too, if you simply follow directions with every brooder.

 Don't have any windows in your breeding pen. Waterproof sheeting is much cheaper and means dry, healthy quarters with live air around the stock at all times.

 Don't think that you can neglect your stock while it is growing, and get big, robust breeding stock by full feeding a month or so before laying.

 Don't expect that you can milk your breeding stock with 50% daily egg yield from December to March, and then get good hatches of chickens that will live.

YOUR MONEY'S WORTH

EGG RECORDS

DAY OF MONTH	DAY OF WEEK	
1	W	
2	Th	
3	Fr	
4	Sa	
5	S	
6	M	
7	Tu	
8	W	
9	Th	
10	Fr	
11	Sa	
12	S	
13	M	
14	Tu	
15	W	
16	Th	
17	Fr	
18	Sa	
19	S	
20	M	
21	Tu	
22	W	
23	Th	
24	Fr	
25	Sa	
26	S	
27	M	
28	Tu	
29	W	
30	Th	
31	Fr	

TOTAL

Feed DRY-WASH for
Bigger Totals
and Better
Eggs



DEPARTMENT OF MONTHLY HINTS

-  Don't put ten, twelve, fifteen, or twenty females with a male and expect good hatches.
-  Growing chickens in the hot months, too young to roost, will thrive much better if they sit on the ground; that is, if their coops have no floors.
-  Never put two ages of chickens together in any weather.
-  Don't put two chickens together where you know you should put one, and don't hesitate to separate them now, not next week.
-  Plant Dwarf Essex Rape this month. Care for it as you would young cabbage plants, until the plants are a foot high, then break or cut off the leaves as wanted daily for the poultry. The new shoot will spring up again and continue the process until the hard freezing weather of October and November comes. Four pounds of seed for an acre of land.
-  If you are through hatching, break up your pens and market the old cocks all but the very choice ones that you are expecting to use another year. They are a nuisance with their quarrelsome habits and are a continual bill of expense.
-  Be liberal with your estimate and have chickens enough and to spare. If you have twenty-five per cent to spare when filling your laying houses they will always find a ready sale, and this gives you an opportunity to cull closely and reserve only the best for yourself.
-  Try marketing your birds alive. We don't know of a more nerve-racking job than picking a lot of broilers without tearing the skins. Many times you can get as much for them alive as you can for them dressed. The labor saved is a big item.
-  Broilers are going down in price and the market is calling for larger birds, two and one-half to three pounds each month.
-  Send them to us alive. See page 48.
-  March hatched chickens should now be leaving the brooders, and if they have been properly hardened, will take quite airy roosting coops.
-  Chicks of the Plymouth Rock, Wyandotte, R. I. Red and some other varieties hatched this month can be brought to laying by November first, if pushed with plenty of Growing Feed.
-  Be careful of them on cool nights when first put out; see that they do not pile up and smother one another.
-  Do not let the rats get a foothold. Young's Rat Destroyer puts an end to this.
-  See page 45.
-  January and February chickens intended for early market should have grass runs and GROWING FEED before them during the balance of their lives.
-  Did you ever notice that your hens pick out the large pieces of oyster shells and throw out and waste the fine particles, the dust and the dirt? In some cases this amounts to 50 per cent. Why not save this waste by buyings ours? No waste; costs 5c. or 10c. more per bag; and worth double.
-  The ducklings should be going to market.
-  Keep the goslings well stuffed and see how fast you can make them grow.
-  Do you have a case of fresh eggs weekly or oftener? We need them, and oftentimes can pay more than market quotations. We want them clean, fresh, of good size and color. Write in about yours; we may be able to help you.
-  Give the ducklings plenty of air and stuff them with feed.
-  Dealers should be careful that their stock of Intermediate-Chick Feed and Growing Feed is heavy this month, practically no limit to the sale. Tell your dealer so. Did he get Park's Lice Powder and Lice Killer in stock, as you asked him to?

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

-  WHITE DIARRHOEA is quite contagious among the newly hatched chickens. Raise them in "Lullaby" Brooders and burn the brooder if any trouble appears.
-  We think this is an inherited disease. Don't breed from any hens that are not in the best of health, and be careful where you buy eggs for hatching.
-  Be sure you know that the stock you buy either in the shape of eggs for hatching or breeding stock is better in health than your own, before you part with any of your good money.
-  We should take chances with a little inheriting from strong, robust, hardy stock, rather than take chances with unknown, over-advertised outsiders.
-  If your hens have pale combs look for red mites or spider lice in cracks and all around the roosts and nest boxes, USE PARK'S LICE KILLER.
-  Indigestion—See April hints Liver Troubles.

The Park & Pollard Co.,
Gentlemen:

Worcester, Mass., April 22, 1911.

I have used your feeds for my chicks and can say at two weeks they are as large as they have been other years at a month. I feed according to your rules and can just see them grow.

Yours very truly,

(Signed) Mrs. Cora A. Mellan.

OR YOUR MONEY BACK

JUNE

DEPARTMENT OF MONTHLY HINTS

JUNE

STARTING POULTRY KEEPING IN JUNE

 Starting in June, if you want winter laying, it will save time to purchase chickens in place of hatching them. Get them out on a good grass plot with shade and sunlight where they can get whichever they choose when they reach the age of discrimination, and feed liberally. They should be laying in December if pushed with liberal feeding.

 Eggs for the family table come as soon as the pullets are located and get to eating freely. Give them all the table scraps after each meal. There is nothing better when fed in connection with our feeds.

GENERAL MONTHLY HINTS

 The days begin to get hot; see that the brooders are in the shade, that the chickens have shade also, that they all have an abundance of water and green food. Both are cheap and almost equally important. One-third of the growing chicks' living will be from green food if given a grass run, and how much cheaper the gain on this ration is easy to figure.

 As the eggs begin to dwindle this month, try a new wrinkle. Substitute Growing Feed for Dry-Mash in the laying pens, adding about 10 per cent of a good quality Beef Scraps. The birds are very fond of this mixture, the change starts a new lot of eggs, and the hens will gain nearly a pound each in weight before going to market. The hen that weighs 7 lbs. in February will have lost 1½ lbs. to 2 lbs. by heavy laying through the spring.

 Have a closely woven wire door to each of your chicken houses, and don't forget to close them at night, or some rat, skunk, owl, fox, cat, mink or weasel may deplete your stock.

 When dressing poultry be careful to cool the carcass properly, else it will heat and result in loss. "Cool well, keep well," is the rule.

 Next year's breeding ducks should be watched this month. The best brooder for warm weather ever invented—The "Lullaby." Equally good for cold weather.

 Milk (skimmed, sweet or sour) is one of the best feeds for growing chickens and it will pay double the profit when turned into poultry that it will when fed to pigs. Give it to those youngsters to drink, keeping the Growing Feed dry, and you have a combination that will grow your birds like magic.

 Have you provided shade in the runs? Failure to do so results in chicks that won't feather.

 From June 1 to July 4 is the top of the market for roasting chickens. January and February roasters, capons and pullets should all be turned into money while the price is at the highest point. They should bring from thirty to thirty-three cents per pound, and here is where we think the roaster has great advantage over the broiler. These same chickens in April were broiler size, and would not have sold for a great deal more per pound that month and were weighing only two pounds each. They now weigh four to five pounds each, and the last two or three pounds have only cost eight to ten cents per pound for feed, giving a profit of from twenty to twenty-five cents per pound, or from forty to seventy-five cents per bird. No mortality and a handsome margin.

 The Gritless-Chick Feed season is about over in most sections, but Growing Feed is in great demand. Dealers should order a light stock of Gritless-Chick Feed, a fair stock of Intermediate and heavily on Growing Feed.

 Look hard after lice, and use PARK'S LICE KILLER and our LICE POWDER freely. Don't let the "bugs" get a start.

 Cats and chickens agree sometimes, but stray cats are always subject to suspicion, and if you are losing chickens and can trace them in no other way, set a box trap and bait it

EGG RECORDS

DAY OF MONTH	DAY OF WEEK	
1	Sa	
2	S	
3	M	
4	Tu	
5	W	
6	Th	
7	Fr	
8	Sa	
9	S	
10	M	
11	Tu	
12	W	
13	Th	
14	Fr	
15	Sa	
16	S	
17	M	
18	Tu	
19	W	
20	Th	
21	Fr	
22	Sa	
23	S	
24	M	
25	Tu	
26	W	
27	Th	
28	Fr	
29	Sa	
30	S	

TOTAL

Feed DRY-MASH for Bigger Totals and Better Eggs

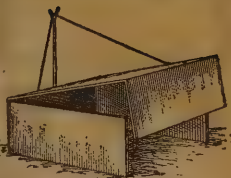


YOUR MONEY'S WORTH

DEPARTMENT OF MONTHLY HINTS

with a dead chicken. If the cat takes the bait, your suspicion is correct. Dispose of the cat with as little delay and disturbance as possible.

A box trap is made of boards and illustrated below. Most any boy that is handy with tools will make one in an hour or two, and most country boys have used them to catch rabbits and other game. They need no directions or suggestions.



Green food is very important to all ages of poultry, but is particularly necessary to the growing chickens. Of course,

if you have a grass range the supply is provided, unless dry weather stops the growth, but where one has to confine the birds in bare yards, lawn grass clippings are splendid, also weeds and lettuce, or cabbage leaves from the garden or market, and where these are expensive or hard to procure, we offer "FALFALEAF" as the best thing to be had.

These are dry leaves of the Alfalfa plant and are just suited for the purpose—fed dry or moistened.

Remove males from breeding yards as soon as the season is over. Keep the best for another season. If you have three or four, put all together in an open yard on a good hot day at noon time and let them "scrap it out." In a few minutes they will find the master, and all future disputes will be referred to him for settlement. Keep them by themselves until wanted for breeding pens.

Begin to work off the less valuable and more broody of the old hens. This month should see the top notch of the duck hatches. Watch out that they get suitable attention and regular feeding. A few well cared for, pay better than many slighted. Give the youngsters plenty of shade, lots of water, and all they will eat. Give the goslings the same.

This is a good month to caponize.

Market all the broiler stock on hand.

Prices are still good for ducklings.

If you are through with the incubators, give them a thorough cleaning, remove the old wicks, empty the oil out of the lamps, then store the machines in a dry place until next season.

Ask your dealer about his stock of PARK'S LICE KILLER. He should have it ready for you. Tell him your neighbors will soon want it in five-gallon cans, for they have not used it all winter as you have, and they have a big crop of mites coming on.

Get the layers to drink all the water or milk you can. Eggs are very largely made up of water, and the birds cannot lay heavily without a constant supply. Frequent changes induce frequent drinking.

One of the best methods of starting poultry keeping this month: Buy a "Lullaby" Brooder and twenty-five chicks. Follow common sense directions and watch them grow. If you wish to start with one hundred chickens, buy four "Lullabys."

R. I. Red and Buff Plymouth Rock chicks, hatched any time this month, can be brought to laying before Christmas. The Growing Feed and Intermediate Chick Feed, with those tender weeds out of the garden, will do it.

If you want to use brooding hens, this and next month are good months to set them. They will raise a greater percentage of chicks during the hot weather than brooders, and, if allowed to take their own course, will raise these and go to laying again during August and September, when eggs are paying a good profit.

We sell incubators and brooders and have no use for the hen in either capacity during the cold weather, but she will be found to do good work during the hot months in brooding chickens. Give her a corn field, orchard or patch of weeds in which to grow her family, and she will nearly pay for herself before cold weather gets her.

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

Sudden deaths during hot weather are many times the result of last fall's cured (?) cases of roup.

The Barred Rocks seem a little more prone to these troubles than other varieties.

Late chicks not growing is usually the result of carelessness, unclean brooders, or yarding them in the same yards the early chicks used, or from mixing the young and older chickens together.

Be sure to keep each age by themselves, and be just as enthusiastically clean with these late comers as with your first born pets that came in March.

Be sure that they all get plenty of Growing Feed, and a nice clean grass run if you can supply it; if not, a good lot of alfalfa.

The Park & Pollard Co.,
Gentlemen:

I have used your Growing Feed and Dry-Mash for the past year and find them both fine, just what you claim for them.

Yours very truly,

(Signed) Mrs. E. H. Dietrick.

Wyncote, Penna., December 29, 1910.

OR YOUR MONEY BACK

JULY

DEPARTMENT OF MONTHLY HINTS

JULY

STARTING POULTRY KEEPING IN JULY

 Starting this month we should purchase large heavy pullets if for the table eggs alone, depending upon using them upon the family table during the months of August and September, when they begin moulting. It is rather late to hatch breeding stock for another year. We would advise purchasing chickens and pushing them along so they would get to laying in January. This can be easily done if new runs, plenty of shade, feed and green stuff are provided.

GENERAL MONTHLY HINTS

-  Give what hens you intend to market, Growing Feed and Meat Scraps in place of the Dry-Mash for a month before shipping, and the last two weeks of the time, feed on corn with no other hard grain.
-  If you will see that all your chickens that are not old enough to perch sit with their feet on the ground during the hot weather, you will avoid colds and roup among them.
-  There is a wonderful amount of blood passing through their feet, and if the ball of the foot rests upon the ground (the earth being a remarkably good conductor of heat) this keeps their body temperature down, and prevents sweating and consequent colds.
-  Board floors are necessary in the early spring months to keep the coops dry, and are decidedly wrong in hot weather, for the above reasons.
-  The demand is for heavy chickens and heavy fowl.
-  Get busy, buy larger male birds; use larger females in your breeding pens; feed our Growing Feed all through the growing period, and you will increase the average weight of your flock, one to two pounds each. Think what this means to you when marketing.
-  Spread the growing youngsters out over the hay fields this month after the hay is cut and you will lose nothing, next season's crop will be better for it, and if you lose some of the second crop it will be fed to better advantage to the chickens than to any other farm animals.
-  A Brooder for \$1.50—complete. Your money back if it fails. "Lullaby" is the name.
-  Do not think that the chickens can live on grasshoppers; give them all the feed you can get them to eat, with the grasshoppers as an extra.
-  After this season of the year it is a good thing to send broody hens to market.
-  July is termed a late month for hatching laying pullets, but if you have not ample stock, by all means get out enough to "make good." If these chickens are given as good care as outlined for June chicks, they will mature in January and February and make the best of summer and early fall layers. It is useless to expect the early hatched pullet to keep laying all winter and spring and still keep at it through the hot weather. Really, these late pullets are nearly or quite as profitable as the earlier ones, for they lay splendidly during August, September and October, when fresh eggs bring good prices and at a very small cost. Do not despise the late chickens.
-  Let the March chickens have plenty of roomy roosting coops or roost in trees. Keep the feed always within reach.
-  About this time put the caponized males in yards fifty feet square for fifty birds, push them with Fattening Feed and plenty of meat scraps, with liberal feeds of corn and barley.
-  Do not hold the cockerels intended for market too long. When they reach the weight of 5 lbs. each alive, write us for quotation. Remember, as a general thing, the price per pound is going down after they reach this size, and it is up to you to get your money out of them at the earliest opportunity.

EGG RECORDS

DAY OF MONTH	DAY OF WEEK	RECORDS
1	M	
2	Tu	
3	W	
4	Th	
5	Fr	
6	Sa	
7	S	
8	M	
9	Tu	
10	W	
11	Th	
12	Fr	
13	Sa	
14	S	
15	M	
16	Tu	
17	W	
18	Th	
19	Fr	
20	Sa	
21	S	
22	M	
23	Tu	
24	W	
25	Th	
26	Fr	
27	Sa	
28	S	
29	M	
30	Tu	
31	W	

TOTAL

Feed DRY-MASH for
Bigger Totals
and Better
Eggs



YOUR MONEY'S WORTH

DEPARTMENT OF MONTHLY HINTS

 For instance, a 5-pound chicken sold in August will usually bring 18 to 20 cents per pound, while if the same cockerel is kept until November, then weighing 6 pounds, he will be hard and not worth 12 to 15 cents per pound. In other words, you have lost three months' feeding by holding.

 Pullets cannot and will not lay until fully matured or ripe. It is much easier to ripen them with full feeding during July, August and September, than during the colder months. **STUFF THEM** with GROWING FEED, unless they show signs of laying too quickly.

 Allow chicks the run of swamp land during hot weather, but get them into upland brooding coops at night or colds may result.

 You will soon be needing Fattening Feed. Tell your dealer to get a stock for you. Tell him how well those February and March chickens paid you. Tell him all his customers could do as well if they used our goods.

 Women make the best of poultry keepers and all find the work interesting, pleasant and very profitable. Our methods remove all doubt of success.

 Keep the house as cool as possible.

 Shady nooks are relished by the hens.

 The most profitable hens, as a rule, are not the stylish ones.

 Keep on fighting the army of lice.

 Lice like to hide away under the ends of the roosts. Every time you spray, lift the roosts and give the pests a dose that will drive them out for good and all.

 There ought to be a law forbidding over twenty-five chicks together.

 Be careful in gathering eggs; do not let any suspicious ones get mixed in. One bad egg is enough to put a question mark on the whole week's production, and may lose a customer.

 Renew the nest material frequently.

 The only brooder on the market that increases in size as your chickens grow—The "Lullaby" Brooder.

 Stuff the old hens that are almost through laying, with our Growing Feed and corn. You can easily add a pound each to their weight and get more eggs from the change of diet.

 Send along the chicks as fast as they are ready. Write us for quotations and get them into money, giving the pullets more room.

 We cannot always offer better prices than are prevailing in every district. The object of our Live Poultry Department is to try to equalize prices. Before we started this we found that some districts were not getting what they should receive for their product. Look up your local market. If it offers better prices than we are paying by all means cultivate it. If on the other hand we can offer you better figures, we are glad to do so. Get our quotations and then decide.

 Eggs steadily advancing in price and giving good profits, in fact as good as during the cold winter season.

 Look out for mites in all your new coops and houses. Also in the old ones, but they seem to thrive better in the old wood. Use Park's Lice Killer all around cracks, nests and roosts of laying houses and roosting coops. These are bad enemies.

 We want poultry buyers everywhere to purchase live poultry, ducks, geese, chickens, broilers, old fowl, pullets, cocks and pigeons. High market prices and a square deal on every shipment.

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

 Apoplexy—same as sudden death in June hints. Old stock going light—result of last fall's cured (?) cases of colds and roup.

 Summer colds and snuffles among growing chickens are the results of too hot sleeping quarters.

 Be sure their feet rest on the ground, and not on board floors, and that they are never over warm.

 About all they need is wire to protect them from the skunks, etc.

The Park & Pollard Co.,
Gentlemen:

43 Chestnut St., Johnstown, N. Y., November 30, 1910.

The shells, grit and charcoal received from you a few days ago are very satisfactory. In fact, they are the best we have ever bought.

Yours very truly, (Signed) J. E. Smith.

The Park & Pollard Co.,
Gentlemen:

Ansonia, Conn., 5 Hill St., June 13, 1911.

I have been using your Scratch Feed and Dry-Mash Feeds all winter with the best of results and it is all as you claim it to be "lay eggs or bust." It is the best title you could have suggested.

Respectfully yours, (Signed) John Bibby.

The Park & Pollard Co.,
Gentlemen:

Amherst, Ohio, November 24, 1910.

I think a great deal of all your feed products.

Yours very truly, (Signed) Mrs. Wytttenbach.

RETURN YOUR MONEY BACK

AUGUST

DEPARTMENT OF MONTHLY HINTS

AUGUST

STARTING POULTRY KEEPING IN AUGUST

 Starting in August for table eggs, we should not recommend purchasing matured birds as it is just in the middle of the moulting period, and moving them about would result in stopping their laying altogether. Better get the house ready and purchase some early hatched pullets that will get to laying in September or October.

 For breeding stock, this month is a good time to pick up some yearlings of some good reliable breed that suits you. They will make ideal stock for next season's use, begin laying in November or December, just in time for broilers and early winter work.

GENERAL MONTHLY HINTS

 When the poultrymen all find out that the first year of a layer's* life is the most profitable, they will begin to market their old hens as fast as they start moulting. They should push them hard the first year, then buy or raise pullets to take their place. Early moulters are frequently slow moulters, taking eight to ten weeks for the process, while the late moulters will get through in half the time. Send them along to us as soon as they show signs of moulting and get pullets to fill their place. All the old surplus stock should now be marketed. Getting on to moulting time, and the egg crop is gradually dwindling.

 It is somebody's fault if the little summer chicks are dying. The tender little fellows cannot withstand heat and lice combined. Protect them from the sun and get after the lice.

 The old rooster crows well, but he is a tyrant. Either sell him or get him away from the laying hens some other way. He pesters them so that they cannot do their best.

 Remember that we have experienced about all the poultry troubles in the calendar, and having discovered a cure for them will be glad to help you over any hard spots you are experiencing. Write often.

 Hot, dry weather, and larger chicks in with them, make it a hard condition for the later broods to catch up with the early ones, and a good many times it causes the owner to say, "Late chickens are no good anyway."

 Late chickens are all right and as good money makers as the early ones, if properly cared for, but they must have radically different treatment when hatched in hot weather.

 With the early birds we must take care to keep the hens dry, and their feet off the ground when brooding. Late chicks must be kept cool, and after a few weeks old we must be careful to keep their feet on the ground when brooding.

 See that the growing stock has plenty of room to expand. Be sure that every chicken you own has plenty of elbow room to grow in and see that he is never overheated after night-fall. This is a bad month for crowded quarters. Often the seeds of next winter's crop of roup are sown in this month, simply by keeping the youngsters crowded into quarters about the right size for one-fourth the number. Results: the chickens are too hot at night and take cold by getting out on a chilly morning in September and waiting around for the sun to warm them up.

 Reduce the amount of Scratch Feed if your hens fall off in egg production. This forces them to eat more DRY-MASH or GROWING FEED, and more eggs result.

 August is a good money making month. Prices of poultry are at good paying figures; eggs bring better returns and chickens hatched this month make splendid roasters during February and March.

EGG RECORDS

DAY OF MONTH	DAY OF WEEK	RECORDS
1	Th	
2	Fr	
3	Sa	
4	S	
5	M	
6	Tu	
7	W	
8	Th	
9	Fr	
10	Sa	
11	S	
12	M	
13	Tu	
14	W	
15	Th	
16	Fr	
17	Sa	
18	S	
19	M	
20	Tu	
21	W	
22	Th	
23	Fr	
24	Sa	
25	S	
26	M	
27	Tu	
28	W	
29	Th	
30	Fr	
31	Sa	

TOTAL

Feed DRY-MASH for Bigger Totals and Better Eggs



*A "layer" is a hen or pullet devoted to market eggs, not destined to be used in the breeding pen.

YOUR MONEY'S WORTH

DEPARTMENT OF MONTHLY HINTS

 August-hatched pullets will be found rather more profitable if turned for market than kept as layers.

 Shade, green stuff and plenty of water are all very essential for August chickens of all ages and sizes. Keep the different sizes by themselves, for while under our Dry-Feed System the small ones have a far better chance than under the old style of feeding, still we must help them all we can and let them have their share of the "fat of the land."

 There is no crop we know of that will produce such returns in green feed for poultry as Dwarf Essex Rape. Sow at any season of the year, wet or dry, hot or cold. Frost does not hurt it, and it will make a satisfactory growth anywhere, but with good rich soil and plenty of room the plants will soon rival cabbages in size, and remind one of loose-headed cabbages. Ask your seedsman for the seed.

 Sounds too good to be true,—25-chick brooder \$1.50 delivered anywhere.

 Tell your neighbors of the results you obtain from Park & Pollard's feeds and supplies. It will help them, and in helping them you help yourself, for if your neighborhood has the reputation of producing top-notch quality you will get better prices for your stock. We are always ready and anxious to help you. Call or write.

 Short cut to health and happiness:—Park and Pollard system of poultry keeping.

 DON'T FAIL to put your name and address on any letter or package you may send us. We have received a number of orders, also consignments of poultry, on which we were unable to give the proper returns, although we try in every possible way to find out to whom to give credit.

 Full feeding directions of Park & Pollard's feeds in each bag of feed. You cannot go wrong.

 We aim to serve your best interests, and are dependent upon your welfare.

 Four primary essentials of poultry keeping: proper houses, good tools, good feeds and cleanliness. Of these four only the first and latter two are necessary for success in small flocks.

 Begin to market the old hens as they stop laying. Be sure that they are good and fat, as per suggestions in July.

 Keep a cat or two about the poultry houses; they can be trained to let the chickens alone, and will save what trouble they cost many times over in keeping out rats and mice, the most troublesome vermin with which poultrymen have to contend.

 This is a bad month for mites.

 Use a sprayer for applying Park's Lice Killer and Presto Disinfectant to the various houses and runs. A good sprayer makes thorough, quick and easy work. Pay special attention to spraying the nest boxes and the perches.

 If you are using oyster shells and have not tried ours, you are losing from 10 per cent. to 40 per cent. in dust and dirt that you don't get when you purchase ours.

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

 Hens laid out—Change the feed radically from Dry-Mash to Growing Feed, and a new lot of eggs will come along.

 Whenever you can do so, separate your chickens into smaller flocks, and if you want any particular lot to develop especially quick, divide them once more.

 The smaller the number together, the less trouble, and the most results.

The Park & Pollard Co.,
Gentlemen:

West Kingston, R. I., January 2, 1911.

I am using your Dry-Mash and Scratch Feed and find they improve the condition of my poultry and cause me to get more than enough eggs to pay the difference in the price of other cheaper feed.

Yours truly, (Signed) F. W. Shippee.

The Park & Pollard Co.,
Gentlemen:

Cartersville, Va., September 22, 1911.

My success with your "Lullaby" Brooders has given me faith in your methods and feeds. Have used the brooders the past two years with perfect success, raising 250 or 300 splendid pullets each year. No disease, no mortality; only loss is from accidents.

Yours truly, (Signed) Miss Maria Brown.

The Park & Pollard Co.,
Gentlemen:

Monroe, N. Y., July 14, 1911.

You have fine feeds. My chickens are growing like weeds. Am using your Growing Feed in connect on with your Intermediate Feed and find them fine.

I have 84 youngsters, 54 of them were placed in two "Lullaby" Brooders with the very best results possible. Only had one die and that was my fault. With your brooders and feeds, success is sure to those in the chicken business.

Yours truly, (Signed) Z. Paddleford.

The Park & Pollard Co.,
Gentlemen:

Burlington, Vt., March 30, 1911.

I am using your feeds and they are giving very good satisfaction, and it's so much easier than the old way.

Yours truly, (Signed) A. E. King.

OR YOUR MONEY BACK

SEPTEMBER

DEPARTMENT OF MONTHLY HINTS

SEPTEMBER

STARTING POULTRY KEEPING IN SEPTEMBER

-  Starting in September, buy pullets for family eggs, and yearling hens for the best breeding stock for another season. Buy house and other appliances as in other months, but support the house on posts and get sand or gravel in early before the fall rains wet it. House your birds that are intended only for laying, but let the breeding stock have all the range outside the house that you can provide.
-  Hatch a few broods of chicks this month. They will lay in March and keep at it until Fall. Winter them in a house by themselves, with plenty of food by them at all times. Sell the cockerels in February.

GENERAL MONTHLY HINTS

-  It is not too late to get another litter out of the hens that have not moulted yet.
-  Feed them Growing Feed and Meat Scraps, as a change from DRY-MASH. As they begin to moult, and as you need the room for the growing pullets, weed them out and market them. When they get so that they average less than an egg apiece per week from the flock, ship them.
-  Pullets are worthy of your best attention. Get the early ones into winter quarters, and contented, this month. It checks them less to move them before they begin to lay.
-  Yard the cockerels by themselves; not only the market stock but the ones you have selected for breeders. They grow much better than when placed with the pullets or hens. If they begin to get scrappy, put in one of the old cocks with them. He will maintain order, and is tickled with "his job."
-  This is the time the wet mash hen goes to pieces, so to speak. While her dry-fed sister is laying right along, she takes a complete vacation, loafs around, neither an ornament nor help, demonstrating the truth of our claim of healthier flocks by our system of feeding. We repeat our last month's warning; keep the chickens cool nights, do not let them pile up or sweat; see them personally at least once a week, and provide plenty of room. Get them out of the trees as soon as the nights get frosty; put them in winter quarters, but keep the house cool.
-  Keep working off the old hens, watch your flock of growing youngsters. If you find a number that lag behind the others, put them by themselves and see that they have a little better chance.
-  Have your houses all cleaned out, and put in about six inches of clean sand or loam.
-  Keep the hens happy and healthy. Use Park's Lice Killer, and our Presto Disinfectant. The contented hen fills the egg basket.
-  Hens with scaly legs are undesirable mothers.
-  We expect that you have been feeding our Dry-Mash and Scratch Feed to your laying hens all the year. If so, you have noted how much better yours lay during the moulting season than when fed under the old system. Tell your dealer just what results you are getting. Tell your friends, and get them started on the right road.
-  Change the Growing Feed to a mixture of Dry-Mash and Growing Feed for pullets ready to lay.
-  Get the capons to market, for prices are now on the downward scale, and it does not pay to hold them once they are in condition.
-  March pullets should be laying this month.
-  Get the early March-hatched pullets that you plan to use for layers into winter quarters by the middle or last of this month.
-  Your late chickens will still be in danger from rats. Be sure to keep Young's Rat Destroyer in stock and use promptly.

YOUR MONEY'S WORTH

EGG RECORDS

DAY OF MONTH	DAY OF WEEK	RECORDS
1	S	
2	M	
3	Tu	
4	W	
5	Th	
6	Fr	
7	Sa	
8	S	
9	M	
10	Tu	
11	W	
12	Th	
13	Fr	
14	Sa	
15	S	
16	M	
17	Tu	
18	W	
19	Th	
20	Fr	
21	Sa	
22	S	
23	M	
24	Tu	
25	W	
26	Th	
27	Fr	
28	Sa	
29	S	
30	M	

TOTAL

Feed DRY-MASH for Bigger Totals and Better Eggs



DEPARTMENT OF MONTHLY HINTS

- Keep track of the different lots of cockerels, and your different breedings by a system of branding the birds.
- We do not advocate warm poultry buildings, but we do insist that they must be dry and free from draft.
- Now the July pullets of last year will give a nice yield of eggs at prices that pay handsomely. If for table eggs let the birds stay in the house all summer; in fact after they go into winter quarters never let them out of the house again, and you will get a larger egg yield.
- Begin to get things pulled together for winter; it is some ways off but it will soon be here.
- Will raise more chickens than any other kind of a brooder and costs only \$1.50—The "Lullaby" Brooder.
- Prepare the hens now for fall and winter laying. Prepare the pullets also.
- Dry-Mash is like a headlight on the engine; it points out the way, and shows the path to success. Simply keep your train on the rails.**
- Eggs getting scarce and higher.
- September-hatched chicks should be brooded in "Lullaby" brooders and coops.
- Each brood of chickens from one year's end to another should have a new spot of land to grow on, but this is particularly true of late or hot-weather hatches. Be sure all roofs over your plant are tight; if not, make them so. Change the sand or gravel before the fall rains, and whitewash or disinfect all winter quarters.
- If you have not already used Dry-Mash and Scratch Feed, start the pullets on it this month. Call your dealer's attention to the fact that he must keep enough to supply you. Tell him you have disposed of your cockerels fully a month earlier than last year and netted nearly double the profit by using our goods. Tell your neighbors, too.
- Get the regular fall cleaning done and by the latter part of the month have everything ready for a quick shift if there is need.
- More birds start in the wrong direction and toward a winter sickness in September than in any other month.
- Keep up a spraying.
- Feed every atom they will eat.
- The ducklings should be pretty well closed out.
- This month pick out your breeding-ducks for next season; cull closely and save the fine-necked, long, square-bodied, deep-keeled birds; they are the kind that have the most flesh and the least waste. Ducks and drakes may run together, though some prefer to separate them until the breeding season.
- Tell your dealer to get a stock of Roup Cure for the other fellow that has not followed our instructions in this book.

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

- The way to cure colds and roup is to prevent them. See that your stock is always cool at night, with plenty of roosting room, and watch them carefully when you move them—that they don't get overheated in bags or boxes.
- "Going Light" is a diseased condition that is hard to cure, caused by too much poor quality meat supply. The cure is about the best remedy.

The Park & Pollard Co.,
Gentlemen:

Blackstone, Mass., December 23, 1910.

The pullets that you sent me are doing finely.

Yours very truly, (Signed) Howard Calcutt.

The Park & Pollard Co.,
Gentlemen:

Barnet, Vt., December 5, 1910.

Your Rat Destroyer will certainly do the trick. I bought a box and used it as directed on two doughnuts cut up and the third day after placing it around the rooms I picked up 21 dead rats and have not seen any trace of rats since. Yours very truly, (Signed) M. C. Turner.

The Park & Pollard Co.,
Gentlemen:

West Falmouth, Mass., March 24, 1911.

Have been using your Scratch Feed for a long time, and think there is nothing better.

Yours very truly, (Signed) Adelbert L. Bowman.

The Park & Pollard Co.,
Gentlemen:

Bridgewater, Mass., 1837 South St., February 28, 1911.

About four weeks ago we could not conveniently get your Mash for a few days, so changed to another for two weeks, and the second week our egg record was just fifteen dozen short.

Yours truly, (Signed) Mrs. A. B. Potter.

The Park & Pollard Co.,
Gentlemen:

Craysville, Penna., July 1, 1911.

Enclosed please find check for which please ship me 500 lbs. Growing Feed quick. It is the finest on earth.

Yours truly, (Signed) John M. Reynolds.

OR YOUR MONEY BACK

OCTOBER

DEPARTMENT OF MONTHLY HINTS

OCTOBER

STARTING POULTRY KEEPING IN OCTOBER

 Starting in October, get your house in order as soon as you can. Then buy well matured pullets to provide table eggs, and the mixed varieties will do just as well as the more expensive, full-blooded breeds. For breeding stock, purchase only full-blooded; either yearlings or well matured pullets will be satisfactory. Give breeding stock plenty of exercise out of doors daily. Layers should be kept closed in.

GENERAL MONTHLY HINTS

 This is the right month to have your winter layers start in. If they begin much earlier than this they are not as good layers as a rule, and sometimes get broody and moult.

 Divide the pullets into small flocks, being careful to keep each size and age and color by itself, for best results—unless mixed colors have been raised together. **The smaller the flock, the faster they will develop.**

 If you have never fed our Dry-Mash, you don't know what it means to you. Think of it! Eggs at this season of the year from every pen. They can't help it! Lay they **must**, when they eat this feed.

 Mix the Growing Feed with the Dry-Mash for the pullets. The combination is an ideal one for promoting the development of the ovaries, and by liberal feeding get the persistent laying habit fixed. Don't expect heavy laying without heavy feeding.

 Send along the old hens, old cocks, chickens, surplus pullets, in fact, everything you wish to turn into cash. Send them alive.

 Made for 25 chicks. Takes care of 15 or 10 equally well. Costs only \$1.50 delivered anywhere. Our "Lullaby" Brooder.

 We sell you the PERFECTION CRATES at \$1.00 each and pay the same for them, when requested, upon return to us with your poultry. Prompt returns and no commission. If you find our methods of handling live poultry satisfactory, kindly mention it to your neighbors. We are handling it on a very close margin and need all we can get of it to keep down the expense per bird.

 Our live poultry department takes care of all the odds and ends. Send them to us alive and always find a market for everything wearing feathers.

 All of our friends do not keep poultry (99% of those who don't would like to), but all who keep poultry are our friends.

 Use plenty of good litter, the birds need exercise to keep in the condition that means profitable poultry.

 Look out for rats. Do not allow them to have any hiding places near the coops. Young's Rat Destroyer fixes them.

 Many bad cases of roup are started this month by allowing the chicks to lay around under the bushes in damp places. Better yard any that show a tendency to act this way, feed liberally, and use Park & Pollard's Roup Cure in drinking water.

 Keep the late chicks in the coops these frosty mornings. Feed them early before letting out.

 If breeding from pullets, mate with large, healthy, 2-yr.-old cocks. There is no better mating than this.

 Some chickens grow one end at a time and during their early days are sometimes all legs, while later they mature into quite well proportioned stock; then again some of them have the appearance of standing still and making little progress for a month or more, when they shoot ahead again. All these should be weeded out, and a quick-growing, hearty-eating bird that was well proportioned at four or five pounds chosen. This does not mean the undersized, small, precocious chap that gets

YOUR MONEY'S WORTH

EGG RECORDS

DAY OF MONTH	DAY OF WEEK	EGG RECORDS
1	Tu	
2	W	
3	Th	
4	Fr	
5	Sa	
6	S	
7	M	
8	Tu	
9	W	
10	Th	
11	Fr	
12	Sa	
13	S	
14	M	
15	Tu	
16	W	
17	Th	
18	Fr	
19	Sa	
20	S	
21	M	
22	Tu	
23	W	
24	Th	
25	Fr	
26	Sa	
27	S	
28	M	
29	Tu	
30	W	
31	Th	

TOTAL

Feed DRY-MASH for
Bigger Totals
and Better
Eggs



DEPARTMENT OF MONTHLY HINTS

"cocky" when very young. These are the very ones that you should avoid, for they will run the size of your stock down very rapidly if bred from. Choose rather the male bird that does not discover that he is a male until six or seven months of age. He has been busy putting bone and muscle together and he will make the right kind of chickens that do not "go hard" young.

 In the latitude of New England poultry should be in their winter quarters and everything snug and in shape for the cold winter which is now liable to come at any time. The secret of success is hard feeding and cleanliness. Keep up their appetites and keep down the vermin. Our feeds and our lice killers will serve both purposes.

 This is the month when the dealer's stock of Fattening Feed is likely to get low. Impress upon him its value and that you want to finish those cockerels better than ever before. Show him a few that you have fattened on it. Tell your friends.

 Get all the surplus stock and all the odds and ends marketed. Keep only what you can properly feed and care for—especially feed.

 Gather the leaves for litter.

 The farmer will have some cabbage that did not head up well. It is just what you want. Spread it on the north side of the house and cover with about a foot of hay and leaves.

 Use our water proof sheeting at 12 cents per yard in place of the window glass. It is the cheapest and best.

 If you are not getting a satisfactory egg yield let us know how you house and feed your stock. We will give you the benefit of our experience.

 Be sure all the chickens are out of the trees before the cold rains start in, and when changing birds from the trees into the houses, see that the houses are as cold as they can be kept during the nights without having draughts striking the birds on the roosts.

 Take every window out of that poultry house; substitute waterproof sheeting; your hens will thank you for it,—more eggs,—better health.

 Select your next season's breeders now, and choose the ones that have made the most rapid growth as youngsters, i.e., the ones that have reached the four to five pounds' weight in the least number of days and at that weight would have presented an attractive carcass dressed.

 The more vigorous the male, the larger the percentage of good pullets from the mating.

 See that they eat as much bulk of Dry-Mash as of the Scratch Feed, and if they show too much partiality for the Scratch Feed cut it short for a few days until they are eating the Dry-Mash freely.

 If you have any breeding cockerels to sell, drop us a line stating number, size, age, weight, breed, etc.

 If you want to buy, come in and see our stock or write and tell us just what price and the kind of bird you want. We guarantee to give you your money's worth or your money back.

 All your birds should be in winter quarters this month. The earlier March hatches should have been under cover last month and should now be laying quite steadily. It is always better to house them a month or six weeks before they begin to lay, for fall laying is against Nature's law and on the slightest provocation she steps in and puts an end to the unnatural production and it is hard work to regain the ground lost.

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

 The one worst feature of the long houses is the tendency to drafts, and the likelihood of canker and other contagious troubles working from one pen to another. We prefer isolated flocks for money making every day in the year.

 When you move the pullets into winter quarters, be sure that they are cool at night. Take out the windows, but see that they are not in a draft on the roosts.

The Park & Pollard Co.,
Gentlemen:

Machias, Maine, January 22, 1911.

Those pullets that I bought from you on November 10th last are laying nicely. They are doing much better than any others that I have had and I am much pleased with them, also with the feed that I got from you at the same time.

Yours very truly, (Signed) William Foss.

The Park & Pollard Co.,
Gentlemen:

Auburn, Me., January 16, 1911.

Used a can of your Rat Destroyer. One dose must have killed twelve or fifteen as I have not seen a rat since.

Yours truly, (Signed) E. F. Finley.

The Park & Pollard Co.,
Gentlemen:

Bristol, N. H., January 10, 1911.

Kindly ship the enclosed order for ten bags of Dry-Mash. My customers say it is rightly named, that it does make the hens lay.

Yours very truly, (Signed) F. S. Kirk.

OR YOUR MONEY BACK

NOVEMBER

DEPARTMENT OF MONTHLY HINTS

NOVEMBER

STARTING POULTRY KEEPING IN NOVEMBER

 Starting this month, we find eggs at the extreme high figures of the year, and pullets or yearlings are very slow in commencing to lay. The night constitutes almost two-thirds of the twenty-four hours and it is hard for the birds to eat enough in the brief day to make up for the long nights and lay eggs at the same time.

 Get your house in position as quickly as possible. Be sure to have plenty of litter so that your birds' feet never get on the cold ground; but still don't overdo it, for they will not scratch as well if litter is too deep. Just right is when they scratch down to the gravel every day.

 Buy your breeding cockerels this month, and get the first selection, and also be ready to get out the early broilers.

 Choose the breed according to your fancy, if you will, and then stick to that variety. Continued changing has never made a successful poultryman.

GENERAL MONTHLY HINTS

 Getting out on the cold ground, walking around in the snow and slush, damp litter, all stop your birds from laying. Don't try to keep your birds warm, but keep them dry at whatever cost. Keep them scratching.

 Years ago, and not so many at that, we all got up early, a lot before daylight, and started boiling water under the big kettle. Then we lugged the mash around to each pen, and we put down just what they would eat up clean in five minutes. We had shutters for the windows, roosting closets, every crack and crevice sealed up tight, warmed the water and the grain.

 Think of the steps we took, and then we didn't get half as many eggs as we do today with DRY-MASH, open front houses, and cold water, Dry-Mash fed once a week, and the hens are a lot healthier, our health is better, too, and our profits are more than double.

 You know that when the hens are laying life looks a lot different than when they are loafing. If you have not already, order some of our feed today of your dealer. **Your prosperity will follow!**

 Be sure every old hen is marketed before this month is out unless you want them for breeders another season. Send them to us and fill up with pullets that pay better.

 November is a month of long nights and short days; while during the summer months the birds are on the roosts eight hours or less and are busy eating the other sixteen, now the reverse is the rule and they should not be kept waiting a minute for the owner or attendant to feed them. Our feed is always there, and as soon as it is light enough they can begin filling up, and naturally they are at it from morning until night. No chance for a feast, then a famine, as under the old system. This is why results are so much more certain with us.

 A simple recipe for getting eggs in the fall and early winter: Early hatched, well matured pullets or yearling hens that moulted in airy houses, without glass windows or drafts; plenty of litter on the floor; birds kept confined to the house, fed upon our DRY-MASH and SCRATCH FEED; kept busy scratching and healthy by plenty of fresh air, good water, and plenty of shell and grit. Isn't that simple!

 Thousands of women are engaged in poultry keeping, finding it a sure and profitable method of making money, and our live poultry department removes all the disagreeable features of killing and marketing the birds.

 Take out the glass and use our Waterproof Sheeting (see type of No-Yard house we recommend, page 47, and keep the hens healthy and happy.

 One of the best helps toward keeping the quarters dry in winter, at a nominal cost, is to have the floor well littered

YOUR MONEY'S WORTH

EGG RECORDS

DAY OF MONTH	DAY OF WEEK	
1	Fr	
2	Sa	
3	S	
4	M	
5	Tu	
6	W	
7	Th	
8	Fr	
9	Sa	
10	S	
11	M	
12	Tu	
13	W	
14	Th	
15	Fr	
16	Sa	
17	S	
18	M	
19	Tu	
20	W	
21	Th	
22	Fr	
23	Sa	
24	S	
25	M	
26	Tu	
27	W	
28	Th	
29	Fr	
30	Sa	

TOTAL

Feed DRY-MASH for
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Eggs



DEPARTMENT OF MONTHLY HINTS

to the depth of from three to six inches with dirt, cut straw, hay or leaves. This protects against loss of heat and prevents cold currents from below, and may also be used in which to scatter the grain to keep the fowls active.

 You should be getting a good supply of eggs from March and April pullets and the May-hatches should be starting in. Keep the different ages by themselves so that the younger ones are not "bossed" around. Kept separated they will mature much faster.

 Push everything to market early this month, as the late holiday markets are seldom satisfactory, except for very large choice eight to nine-pound fancy capons. These it might pay to hold, but really they should have gone to market two months ago when prices were better. July and August chickens should be pretty well feathered out and able to care for themselves if properly housed.

 Eggs bring long prices this month and poultry is at the low point for the year. November is, on the whole, a bad month to market fowl and chickens. Turkeys have the right of way, and so many unposted producers rush in fowl and chickens that the market is usually glutted and prices run low.

 Never allow anyone or anything to scare the chicks or fowl. The people who are on intimate terms with their poultry so that they can pick the hens up at any time are the ones that get the large egg yields.

 Stop up the cold draughts, but do not keep the fresh air out of the poultry houses. The poultry will stand almost any degree of cold, but draughts mean sure trouble.

 Better gather your eggs for hatching several times a day; during this kind of weather eggs quickly chill.

 Try to out-distance your neighbor in raising poultry next spring, but do it in a friendly way, don't boast about it.

 Treat the pullets the best you know how and your reward will be sure and ample. Now get after your dealer hard and urge him to put in a winter's stock of Dry-Mash and Scratch Feed. The storms and winter's delays in freight will bother later and you want him to keep you supplied with the feeds that brought you such good results last season.

 Give your birds plenty of air. It is better for them than to be shut up. See our type of No-Yard house (page 47), with the south side open day and night.

 See that your house is banked up around the bottom so as to avoid drafts. It is not always necessary to supply grit, but as it is so cheap, you cannot afford to take chances. The hens need it for best results.

 Watch for draughts in the house. If there is any sign of a cold, use some of our roup cure.

 Keep the hoppers full. The hens are keeping union hours now. They say the way to a man's heart is through his stomach. You must jolly the hen the same way.

 Hatch your chickens any old way, but brood them in the "Lullaby" Brooder. Costs less than the hen's time.

 Push the Dry-Mash into your laying stock. The eggs must come or the birds will explode when you use this ration.

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

 You cannot get a satisfactory egg yield if your hens run out on the cold ground, or if the bottom of your pens is bare. The circulation of the blood is very active through the hen's foot, and she cannot devote her feed to making eggs if it takes too much of it to keep her feet warm.

KEEP HER OUT OF THE SNOW AND OFF THE FROZEN GROUND. KEEP HER DRY.

The Park & Pollard Co.,
Gentlemen:

Blackwood, N. J., March 31, 1911.

Used your food for a number of years past up to last year when I ordered elsewhere in a hurry, but I had better waited. Yours is the feed for results.

Yours very truly, (Signed) O. B. Kelsey.

The Park & Pollard Co.,
Gentlemen:

257 Waverley St., S. Framingham, Mass., July 3, 1911.

Have been a user of your Scratch Feed for several years and find it equal to all the claim you make for it.

Yours very truly, (Signed) Mrs. John O'Brien.

The Park & Pollard Co.,
Gentlemen:

Golden Ridge, Maine, March 19, 1911.

Last season, from the 1st of March to the first of November, I had fourteen hens, gathered 1606 eggs, netted \$50.00.

Yours truly, (Signed) W. C. Palmer.

The Park & Pollard Co.,
Gentlemen:

Collinsville, Conn., January 23, 1911.

I have been keeping a flock of chickens on your "No-Yard System" this winter and have had very good results. I feed your Dry-Mash and find that I get the eggs. I raised the young chickens on your Growing Feed and am thoroughly satisfied with it. It surely does make them grow.

Yours very truly, (Signed) L. W. Johnson.

OR YOUR MONEY BACK

DECEMBER

DEPARTMENT OF MONTHLY HINTS

DECEMBER

STARTING POULTRY KEEPING IN DECEMBER

 Starting in December is much like starting in January and the same rules as November apply. Depend upon early hatched pullets to get eggs this month. Keep the birds dry. Get strong fertile eggs from yearling hens. Don't put over eight females with a male at this season of the year.

 Get them all out of doors every day and the eggs will hatch much better. Dig off the snow in front of the coop, making a space equal in size to the size of the pen. Feed them our Scratch Feed outside in some litter so they will scratch in the open air for it. This means some extra work, but fertile eggs in winter are worthy of a good deal of extra labor.

GENERAL MONTHLY HINTS

 Cut out the leaks, not only in the coop, but in your business. If you have a lot of old hens that do not look like laying right away, market them.

 If you have a lot of cockerels that are not big enough for breeders or any old cocks that you are not going to use, market them.

 Get your birds into small flocks. Get them settled down for the winter. Get late hatched pullets in place of two-year-old hens. They will pay better.

 Don't let your market egg layers out of doors under any condition during the winter months, and keep their pens well littered. There is a wonderful lot of blood circulating through their feet, and they won't lay if they stand around in mud and snow all day.

 Dry quarters, plenty of DRY-MASH and our SCRATCH FEED—and the eggs must come.

 Dry-Mash is making friends everywhere. This is the month when "eggs is eggs." Tell your dealer how many eggs your pullets laid last month. Tell him all his customers would be prosperous and pay their bills as promptly as you do, if they bought our feeds and followed the common-sense directions laid down in this Year Book.

 Tell your dealer that he should order enough of our Year Books for every customer he has that keeps a dozen hens. They cost him nothing.

 Visit our store as often as possible that we may become better acquainted.

 In selecting breeders for the broiler or roaster that is to be hatched next month, choose the male as per suggestions in October, and select females that are of good size, hardy, vigorous breeders, birds that from the shell up have never known what it was to lose a feed. We strongly favor the large American varieties for all purposes, for they lay as well and make much better poultry than the smaller breeds. Select hens, yearlings, that are well through the moulting and about ready to lay, or pullets that have been well matured before starting to lay, thus insuring good sized eggs; mate not over six or eight females with a male that has been kept away from all females until this time, and the chances are you will get eggs that will hatch those strong, rugged chickens that will live through tornado, earthquakes and blizzards.

 Be careful about shutting your houses up too tight. Keep them open enough so that you will not get any frost on the roofs.

 December and January-hatched chickens mature in June and bring the highest prices for the year.

 Before starting the incubator, carefully test the thermometer, as the best of them go wrong sometimes. A slight variation may upset your hatch. Your family physician will have a clinical thermometer in his pocket at all times, and he will be glad to test the incubator thermometer for you. Do not bother him to test more than one, as you can test the others, if you have more machines, by the first one.

YOUR MONEY'S WORTH

EGG RECORDS

DAY OF MONTH	DAY OF WEEK	RECORDS
1	S	
2	M	
3	Tu	
4	W	
5	Th	
6	Fr	
7	Sa	
8	S	
9	M	
10	Tu	
11	W	
12	Th	
13	Fr	
14	Sa	
15	S	
16	M	
17	Tu	
18	W	
19	Th	
20	Fr	
21	Sa	
22	S	
23	M	
24	Tu	
25	W	
26	Th	
27	Fr	
28	Sa	
29	S	
30	M	
31	Tu	

TOTAL

Feed DRY-MASH for Bigger Totals and Better Eggs



DEPARTMENT OF MONTHLY HINTS

-  Keep charcoal in front of your poultry all the time.
-  Vigor is only another way of spelling health. If your breeders are healthy, strong birds, and your house is open so that they practically roost and live in the open air twenty-four hours a day, and if you feed as we direct, the CHICKENS WILL BE VIGOROUS AND HEALTHY, AND YOU WILL RAISE EVERY ONE YOU PUT IN "LULLABY" BROODERS.
-  Have you purchased your stock of breeding cockerels? It's a good time now before the stock gets culled over. Come in or let us send you what you need on approval. Any number. Anywhere.
-  See that your birds are eating every minute of the time from leaving the roosts until they get back on them, for they now spend nearly two-thirds of their time on the perches and must eat continuously to get enough to lay all the eggs you expect.
-  Keep in airy houses with liberal-sized openings in the south side which are never closed night or day, and feed our feed as directed.
-  No cold corner outside or inside. Chicks cannot crowd or bunch up. The "Lullaby" Brooder.
-  The geese will eat green food and vegetables; don't feed much grain before next month. See that they have sufficient water to wash down their food.
-  Keep the hens busy. Dry leaves make the best kind of litter.
-  It is nice to have the house whitewashed so it will not be so dark on stormy days.
-  Sort over your pullets and if you have more than you can take care of properly, send the surplus to us.
-  Follow our feeding directions carefully if you wish the best results.
-  Keep the breeding ducks well supplied with litter. Feed and water outside the buildings. Their food should be bulky—not too concentrated.
-  Keep an egg record. Try to have an intelligent idea of what your poultry costs you and what it returns. Don't bother with hot feeds. Drinking water may be warmed but it should not be hot. Keep the birds busy scratching. Feed our feeds as directed and you will get eggs.
-  See that you have plenty of eggs and that the poultry is all marketed or is growing along to maturity for the better prices of another season.
-  Crosses are sometimes more satisfactory than full bloods and for roaster work it is sometimes best to use Brahma males and Plymouth Rock females. Such stock makes the best of roasting chickens, but are a little slow in maturing for eggs. The above mentioned cross makes ideal birds, and housed in our No-Yard houses, or buildings of about the same plan, should grow to maturity with very little mortality and make a hatful of money for the owner.
-  This is the month of highest prices for eggs and bottom prices for poultry.
-  Hens are gluttons. They **must** be in order to produce the enormous amount of highly concentrated food stuff that their year's eggs represent. Moral:—Cultivate their gluttonous appetites by continuous feeding. Your reward will be more profits.
-  Not much money needed for poultry keeping in your back yard. A space 15 feet square will be large enough for one of our 6x8-houses and 15 to 18 hens. Look over your lot. Remember, no yard required.
-  Write and tell us the result of the year's use of our goods. If there is any way that you think they could be improved, write us fully and give us your ideas. We want to make them better, if possible. You can help.
-  It is a good idea to use some of our Roup Cure in the drinking water. "Prevention is better than cure."
-  Did you get that waterproof sheeting for the windows? Better have it ready.
-  Accept our hearty wishes for a happy New Year.
-  Is your name on our mailing list?
-  Are your friends' names on our mailing list?

MONTHLY POULTRY HINTS FOR AVOIDANCE OF DISEASES

-  In December practically the only disease to guard against is roup, and this is really the only one in the business to fear—and fear this we must, as it is the worst of them all; in fact, is worse than all the others combined, and at that it is a disease resulting from carelessness or ignorance.
-  Give the birds good air to breathe at all times, treat them as though they were hardy and strong from the time they are hatched, and they will be strong and free from disease.
-  Baby them, pamper them, raise them in heated buildings, keep them in tight houses—and you will have continuous trouble.

The Park & Pollard Co.,
Gentlemen:

Louisville, Ky., April 14, 1911.

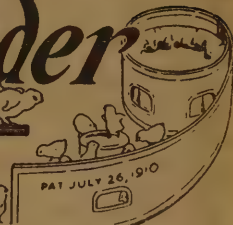
"Lullaby" Brooder arrived O. K. Think it is the best thing I ever saw. It keeps the chicks so still, which shows they are satisfied and happy. After using the "Lullaby" I would never let the old hen have the little chicks.

Yours very truly,

(Signed) Mr. Jos. L. Clayton.

OR YOUR MONEY BACK

The Lullaby Brooder



Fifty per cent. of the chickens hatched die before they are three weeks old. **WHY?** If we consult the "Questions and Answers" Department of the poultry papers during the hatching season, we will find almost every

reason under the sun given as the right one; and if you talk with twenty poultrymen, you will find twenty different reasons. But in the twenty reasons given, at least nineteen of them will not say anything about the bad air and crowding that is doing all the slaughtering. The modern heated brooder when brand new and clean raises quite a fair percentage of the first lot of chickens put into it; but the modern heated brooder cleaned (?) after the first hatch raises a very much less number of the second lot, and after the first season kills more than it raises. It is the same story with the long brooder house—a fair percentage the first crop, but a rapidly increasing mortality after the first lot.



This condition has faced the poultrymen so long that they look upon the enormous death rate as no worse than their neighbors', and consider that they are as good poultrymen as anyone—simply continuing along the same old way they have always done, hatching double the chickens they wish to raise, instead of looking for some method of

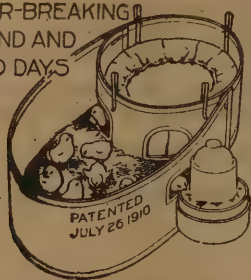
IN OPERATION
FIRST
DAY



stopping the frightful loss of life.

We have always maintained that brooder manufacturers hurt their own business by over-estimating the capacity of their brooders. We have always advised smaller flocks, more brooders, and not so many incubators, but until we put our "Lullaby" Brooder on the market, this made a too expensive proposition for the average poultryman. But the "Lullaby" is so inexpensive that it is now not only possible, but the most practical method of raising chickens.

HOVER-BREAKING
SECOND AND
THIRD DAYS



Strange as it may seem, we hear some protest from the old style poultryman, who has been putting fifty chickens in a brooder and raising twenty-five of them, "But I am too busy in chicken seasons to put only twenty-five chickens in a lot. I must put fifty. That is all right for a boy, but a full grown man does not want to waste time fooling with such small lots."

Now, would you not be better off, Mr. Old Style Poultryman, if you put twenty-five chickens together and raised twenty-five of them—and that is what you will do with the "Lullaby"—than to put fifty together and raise twenty-five, as you have been doing in the past? Not only will you raise as many chickens

out of half the number hatched, but you will raise them better, they will be much stronger, and you will hear no more about incubators deteriorating the vitality of your flock. Next season's eggs will hatch better because of the added vitality from raising the parent stock under right conditions.

In a "Lullaby" Brooder the chickens sit in the litter with two very open blankets over them through which any foul air will readily pass off. They are also sitting on litter, through which any of the same poisonous gases may readily work down and out; in fact, they are never in any air that is not as pure as the air surrounding the brooder. Now compare this condition with that which encloses the youngsters in a heated brooder, and you will realize why the tremendous mortality has kept up.

It costs nearly, or quite as much, for oil to heat a modern heated brooder for six weeks, as it does to buy a "Lullaby" Brooder, and after two or three days' time, during

AFTER THIRD DAY
WHEN CHICKS
HAVE RUN OF
PEN OR HOUSE

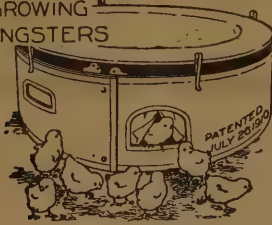


YOUR MONEY'S WORTH

DEPARTMENT OF BROODING

which the "Lullaby" Brooder takes no more attention than the heated brooder, you can forget it altogether, except at feeding time.

ENLARGED TO
TAKE CARE
OF GROWING
YOUNGSTERS



We have sold thousands of them, and always with nothing but the most flattering reports from everyone who tried them, and used them according to directions.

The sales are enormous as the poultrymen realize that brooding conditions have been the stumbling block of thousands, and that anything that will save the chickens that have died in the past will put thousands of dollars in their pockets.

Now do not hold back and say that chickens can't be raised without heat, and a good brooder cannot be sold for a dollar and a half, that a brooder that comes to you through the mail is too light for anything but a boy. Look over the past ten years of your life, and see if it is not the simple things that have helped you save money.

They are simple; they are cheap, but the principles are

as old as the hills, and their simplicity is the result of years of study, brushing away the cobwebs and black art, tomfool notions that have beset and still are besetting the poultry business. This simplicity is their strength. Years ago incubators were on the market for \$125, holding 100 eggs, and they were not much good at that, but they were very imposing to look upon.

Ten years from now you will look back at the \$15 and \$20 brooders of today with the same degree of contempt that we now look upon the \$125 incubator.

Don't be too long asleep! Here is where you should get off the train of high prices and trouble. Watch out, or you will be carried by to another season of nightmare.

Do not think because it is so simple that you must have a brooder house or other complicated structure for it. A packing box, made waterproof with a little roofing, and vermin proof with a little wire netting, will answer just as well as a more expensive building. Put them in your back room for a few days, but not in the bright sunlight. Put them in the barn chamber; no danger of fire. Put them in the basement, if dry. Put them in any unused room in the house. Put them in the vacant hen pen. Put them in one of our No-Yard or Overall houses. Put them most anywhere,—but PUT THEM—**and do it now.**

Price \$1.50, delivered.



The Park & Pollard Co.,
Gentlemen:

I have one of your "Lullaby" Brooders and am well satisfied with it. I think it will raise every healthy chick placed in its care.

Yours very truly, (Signed) Chas. F. Clark.

285 Cypress Avenue, Evergreen, L. I.

The Park & Pollard Co.,
Gentlemen:

I have four of your "Lullaby" Brooders and I think they are all right. I have raised 150 little chicks and I have lost only one on account of the brooder.

Yours very respectfully,
(Signed) Lewis D. Schooley.

Minersville, Penna., June 8, 1911.

The Park & Pollard Co.,
Dear Sirs:

I have four of your "Lullaby" Brooders and raised 200 chicks in them during 1910. They are even better than you claim.

Yours very truly, (Signed) Edgar Bedell, 2240 6th Ave.

Troy, N. Y., February 5, 1911.

The Park & Pollard Co.,
Gentlemen:

I think you have hit the nail on the head with your "Lullaby" Brooder. It is the best I have seen yet.

Yours very truly, (Signed) Allan R. Howes.

332 Washington St., Fairhaven, Mass., September 19, 1911.

The Park & Pollard Co.,
Gentlemen:

Early in the spring I sent for one of your "Lullaby" Brooders and I thought I would write and tell you that I had the best of success with it. The first hatch was put in on March the 20th and although the weather was very cold, I never lost one of my chicks.

Yours very truly, (Signed) Mrs. F. W. Smallacombe.

Hensall, Ont., Canada, August 31, 1911.

OR YOUR MONEY BACK

The Secret of the Success of the Park & Pollard Feeding System

GRITLESS-CHICK FOOD



There is no question that a newly hatched chicken is a delicate and tender subject, keenly sensitive to neglect, but particularly sensitive to improper food. Properly fed and surrounded with half way right conditions as to temperature and air, he goes ahead at a wonderful rate—but improperly fed, he stands still and dies.

Practically speaking, his life horoscope is decided in the first ten days to three weeks of his existence. In this length of time, if he is a

good husky fellow, he will eat from **three to four cents' worth** of our GRITLESS-CHICK FEED and GROWING FEED. Grown for three weeks upon these feeds he is fitted to withstand a lot of abuse—and come out on top every time.

If the chickens consumed the chick feed during the first month of their lives, in the quantities they use when from three to five months of age, there might be a little excuse for poultrymen looking for less expensive rations, provided it did not imperil the lives of the youngsters, but when we consider that a pound of chick feed will put a chicken beyond the danger period, or up to three weeks of age, what excuse is there for the saving of a quarter of a cent a pound when it endangers the entire season's crop of producers? Really, a poultryman would be better off in many instances if he paid double the price of our feed, in preference to the gift of many of the feeds on the market.

Every experienced poultryman realizes that the first two or three weeks is the crucial period in the lives of his chickens. Upon the health and thrift of the chickens during these few weeks depend the profits of the whole season, and of the year's business.

A Complete Grain, Seed and Meat Ration for Baby Chicks

Our GRITLESS-CHICK FEED contains a better variety of grains and seeds, and of a higher quality than any other feed on the market, and in addition to this superior assortment of grains and seeds, it contains animal food in the form of dried shredded cod fish, supplying protein, lime and phosphorus in the right proportions, thus making a complete food which furnishes vegetable and animal food to the babies in the most digestible form, and presents it in the most appetizing manner.

The fish we use being put through a special preparatory process that eliminates all the fat, it supplies the newly hatched birds at the crucial age when most needed with animal protein, without the animal fat.

The yolk of the eggs not being fully absorbed until the chickens are ten days old and consisting largely of carbo-hydrates, furnishes all the material of a fatty nature that is desirable. Thus if we add the commercial meat scraps containing more or less fat, there is very sure to be trouble; while in the shredded codfish not an atom of fat remains. We thus furnish just what the rapidly developing bodies require without any loss from the fatty, animal food which may have a hand in some of the losses from white diarrhoea—so fatal in some sections.



A straight grain and seed ration will not satisfy or grow them nearly as fast as a ration that comprises both grain and animal food.

Cooking the food for chickens only serves to render the starchy parts of the feed more digestible, but by so doing, the chicks apparently thrive better for a few days, they later receive a setback that leaves them not so far ahead as the birds fed on raw foods from the start.

With so much of our entire season's work and profits depending upon the chickens, realizing that they are going to be worth from one to two dollars each when grown, and that after they are three weeks of age very little mortality ensues—it would seem folly to consider any feed for them but the BEST and most nourishing.

Certainly, so long as we produce poultry feeds, we shall make our Chick

YOUR MONEY'S WORTH

DEPARTMENT OF FEEDS AND FEEDING

The Secret of the Success of the Park & Pollard Feeding System

Feeds as good as it is possible to make them—and better than any other—and we feel that our customers will be ready and willing to pay a little more for them, with the knowledge that every bag contains sufficient feed to carry 100 chickens over the critical point in their lives, and that our guarantee of “your money back if not entirely satisfactory” goes with each pound.

Do not let your dealer influence you to try some other kind. Tell him you have no lives to spare and shall expect him to supply you with our feeds. Go to him in season, insist that he order ample stock for you and your neighbors, and be sure that he orders early before the season is on and you want the feed.

Ask your dealer for it. If he does not carry it, send to us, with his name.

Full feeding directions and Egg Record in each bag.

Red Ribbon Chick Feed

If you feel you cannot afford Gritless-Chick Feed, try our Red Ribbon brand. This will raise more chickens than any other feed except Gritless-Chick Feed. It is manufactured just as carefully as our famous Gritless-Chick Feed brand, but leaving out the animal food reduces the cost, so that we can sell it at a lower price.

We recommend the Gritless-Chick Feed above all others, but the Red Ribbon brand is the next best feed on the market.

Ask your dealer for it. If he does not carry it, send to us, with his name.

Full feeding directions and Egg Record in each bag.

Intermediate Chick Feed

Keeping the commercial end of poultry always in mind, we manufacture the “Intermediate” Chick Feed, selling for twenty-five cents per bag less than the Gritless-Chick Feed. This contains the same high quality grain and seeds, but no fish.

It is fed after the chicks reach three weeks of age, being fed in connection with our Growing Feed. If the very highest perfection of development is desired with young birds, give alternate feeds of Gritless-Chick and “Intermediate” Chick Feed, until the birds are eight weeks of age. Keep the Growing Feed continually before them. Remember that stuffing the birds to their limit, studying their habits and whims, all with the idea of getting more feed into them by increasing their early growing habits, is a successful poultryman's aim. If you get a two-pound chicken at eight weeks of age, instead of ten or twelve weeks' time, you have gained from one to two weeks' feed, and the chances are from five to ten cents per pound in the selling value, as the market declines very rapidly during the spring and early summer months, and if your chickens are not in the market any earlier or better than the one thousand other poultrymen shipping to the same market, you are not going to receive any better prices than they get.

It is up to you. Try our way. Your money back if it fails.

Ask your dealer for it. If he does not carry it, send to us, with his name.

Full feeding directions and Egg Record in each bag.

The Park & Pollard Co.,
Gentlemen:

Worcester, Mass., April 19, 1911.

A year ago I started to raise chickens, and have been buying your chick feed and have raised them wholly on your food stuff, and would not buy anything else as I think there is nothing on the market to equal it.

Yours very truly,

(Signed) P. A. Aubuchont.

West Hartford, Conn., February 21, 1911.

The Park & Pollard Co.,
Dear Sirs:

I have used your feeds according to your directions for the last two years and have not lost a chicken nor had a sick one during that time.

Yours very truly, (Signed) Hiram O. Traver, Box 458.



OR YOUR MONEY BACK

The Secret of the Success of the Park & Pollard Feeding System

GROWING FEED

NINE TENTHS OF THE CHICKENS HATCHED DO NOT GET ENOUGH TO EAT

Why so many chickens are hatched, and so few really fed, is a great problem, but we think that the improper feeding and poor quality of unbalanced rations are largely responsible, for all will recognize the fact that most of the teachings of ten years ago,—and in many cases of today,—are to keep your chickens "on edge," or hungry all the time.

Your chickens should **never be hungry**, as the term is generally understood. **HUNGRY CHICKENS ARE NOT GROWING.**

Almost without exception in all other forms of bird and animal life the growing period is the fattening period of life. In other words, the birds or animals carry more fat on them during this than any other time of their lives, and in face of this, the old teaching told us to "keep them hungry." Is it any wonder that the hens did not lay, that the youngsters did not get to standard weight, or that poultry keeping did not pay?

Hen-reared chickens, when running at large with the mother hen, are fed a continuous stream of bugs, worms, grains, seeds and grasshoppers, from daylight to dark. There is no interval of fasting, only brief, warm-up recesses or naps; the entire day is spent in trying to "fill up." Our feeding system gives these same conditions. After the chickens are ten days to two weeks old, our Growing Feed provides them with a continuous ration made up of a happy combination of the strongest and richest grains and meat food ground together in the most appetizing form for the chickens and it so pleases their palate that they stuff themselves from one week's end to the other, and grow evenly and rapidly into highly developed pullets, cockerels, or capons, in one-third less time than they would under any other system.

Upon this ration our customers have had cockerels reach ten and twelve pounds weight in six months, thus representing a growth in each day of their lives equal to two-thirds of their entire weight when hatched into this cold, hard world.

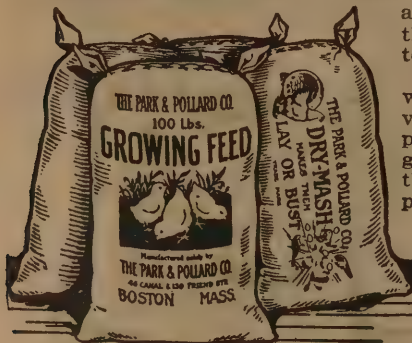
To make this growth, conditions must be right, and the feed must be rich, abundant, and always within reach. It must also be present in a form that is not only palatable to the growing chicken, but in such form as will digest most economically and completely. Now it is easy to see that wet food cannot be kept before them constantly, and remain sweet.

Our Growing Feed is the only appetizing balanced ration that will produce the maximum growth with the minimum expense and labor.

Poultry rations that have been in use in the past for growing stock are too restricted, and do not fully nourish all parts of the rapidly growing system, and some of the chickens break down at all ages.

Fanciers recognize as an almost universal fact that late hatches or summer chickens are the best colored and the best formed of any of their broods, but their problem has been getting them to standard size in season for the winter shows.

This rapid growth and full development is just what our Growing Feed will do, for it gives a wide variety to feed upon, and so fully nourishes every part of the growing stock that they are always in good form and well feathered, with unlimited stamina that will reproduce itself in next season's breeding pen with even better and greater strength.



YOUR MONEY'S WORTH

DEPARTMENT OF FEEDS AND FEEDING

The Secret of the Success of the Park & Pollard Feeding System

Bowel trouble is unknown unless the heat goes wrong in the heated brooders, and leg weakness never comes if they have outdoor exercise daily. They are in market bigger than last season's four months' birds. It makes early hatched pullets out of late comers. It increases the size of your flock from one to two pounds each. It eliminates all chance of failure.

Added to this is the big item of saved labor over the expenditure of time in preparing and "serving" wet mash mixtures.

This enormous saving of time and feed is not at the expense of any vital function, but rather the reverse, for the stock will rapidly increase in strength and vitality under



this treatment, and after you try it a season you will find your old stock one to two pounds heavier, and your pullets laying a month earlier. These are pretty strong statements, but all we ask is a trial. Buy a bag, feed as per directions enclosed, and if it does not

prove entirely satisfactory, get your money back, either of us or the dealer from whom you purchased the feed.

Give your chickens a chance to show you how skillfully you did your mating last season, and the only way you can do so—is to feed them to the limit.

Remember, full fed chicks are paying chicks.

Other feeds will be offered you "just as good," and some growers may attempt to mix their own ration, but we say, "Don't do it." Economize along some other line. Our feeds are sold on a closer margin of profit than any others on the market, and we know that equally good feeds cannot be sold for less money.

Ask your dealer for it. If he does not carry it, send to us, with his name.

Full feeding directions and Egg Record in each bag.

Fattening Feed

Fattening Feed consists of the very best selected mixed grains ground very fine, making it easily available and quickly assimilated. Being made up of seeds and grains, it more fully nourishes every part of the growing birds.

Your capons and broilers fattened on this feed will bring you larger profits than by any other method.

Ask your dealer for it. If he does not carry it, send to us, with his name.

Full feeding directions and Egg Record in each bag.

The Park & Pollard Co.,
Gentlemen:

Thomaston, Maine, May 9, 1911.

Would say that your Gritless-Chick Feed and Growing Feed surely delivers the goods, as advertised. I believe it to be a "cleaner" feed than any of the chick feeds I have seen or used, and there has been absolutely no trace of bowel trouble in my flock this season.

I have used the P. & P. Co's feeds entirely.

Yours very truly, (Signed) W. E. Washburn.

The Park & Pollard Co.,
Gentlemen:

North Bennington, Vt., February 16, 1911.

Ship by freight 100 Chick Feed and by mail as usual, at once, two "Lullaby" Brooders. I find them very practical, "cheaper than dirt" and the idea of starting new each season is reasonable advice.

Yours very truly,

(Signed) Frederick T. Huntington.

The Park & Pollard Co.,
Gentlemen:

Stonington Rd., Westerly, R. I., September 7, 1911.

This is my second year on your feeds and have been very successful, the biggest returns coming from your Growing Feed which beats anything I ever tried.

Yours sincerely, (Signed) B. G. Richmond, Jr.

The Park & Pollard Co.,
Gentlemen:

Westfield, Mass., R. F. D., January 3, 1911.

I keep about 100 hens, and they have done splendidly on your Dry-Mash and other feeds. Pullets hatched in May were fed Growing Feed, etc., commenced laying the latter part of September. Best I ever did.

Yours very truly,

(Signed) Mrs. J. J. McEligett.

The Park & Pollard Co.,
Gentlemen:

Salem Depot, N. H., November 17, 1910.

I am a great admirer of all the P. & P. products. I raised 80 chickens on them exclusively the past summer; did not lose one, hatched the 4th of April then laid the 7th of September.

Yours very truly,

(Signed) Mrs. R. B. Richardson.

OR YOUR MONEY BACK

The Secret of the Success of the Park & Pollard Feeding System



DRY-MASH

MAKES YOUR HENS OR PULLETS LITERALLY

"LAY OR BUST"

Years ago a wise old poultryman said, "There's more in the feed than in the breed," and he was certainly right. We would say that it is all in the feed. Perhaps that would be too strong a statement, but certainly all will admit that the breed counts for very little, or nothing, without the feed. The best bred hens cannot—and will not—lay if not fed, and the poorest scrub will lay quite plentifully if properly fed. Feed has more to do with the paying end of a poultry plant than anything else, and the only feed that is cheap is **the feed that produces results.**

In the old days, and in the districts where our Dry-Mash is unknown, getting eggs out of season was,—and is even now,—regarded as a sort of legerdemain or black art trick. All kinds of whims and unheard-of methods are exploited in the agricultural and poultry press reading, which only further mystify the owner.

When we tell you that our Dry-Mash makes them "Lay or Bust" every time, at all seasons of the year,—we **mean** what we **say**. It is as impossible for a healthy hen to eat our Dry-Mash and not lay, as for a half dozen women to sweep back the tide in Boston Harbor.

Not only does it produce eggs at a lower cost than any other feed, but it maintains the birds in better health, and does away with more than one-half the labor of caring for them.

An extensive study of poultry feeding covering a long period of years has given us a knowledge of the hens' likes and dislikes, the requirements to produce the maximum number of eggs, the fertility of eggs, and maintain the best of health in the birds.

While our Dry-Mash has always produced eggs at a lower cost per hen than any other feed, we have been carefully experimenting for years to still further perfect it, and have demonstrated that egg eating, feather pulling, going broody, getting over-fat, and "going light" may be—and are—largely overcome by the use of our feeds.

Dry-Mash
compels re-
sults. It's Lay
or Bust with
each and
every one
of them

These points are given constant and careful consideration by us, and the requirements followed out regardless of the cost of the proper materials.

A fluctuating grain market does not mean that high priced ingredients necessary to the proper balancing of our feeds will be left out of our mixtures; this would be poor economy for you and for us. Our Dry-Mash will give you the results you are looking for every day in the year.

A distinction in our feeds that you can depend upon is the knowledge of proper blending of ingredients that is back of our formulas; that is why you get results with our feeds. It is just as essential to have the proper proportions of right materials, as to have the proper materials. Feeding your birds the right materials in the wrong proportions will just as surely throw them out of condition, resulting in a train of ill success, infertile eggs, weak chickens and low vitality among your stock, as feeding the wrong materials.

In purchasing feeds, watch your protein analysis. A low protein feed at a low price costs you more per feeding value than a high protein feed at a much higher price, and we emphasize,—**this protein must be ANIMAL protein, not VEGETABLE protein.**



YOUR MONEY'S WORTH

The Secret of the Success of the Park & Pollard Feeding System

Lay or Bust



When we first introduced Dry-Mash the experiment stations bought a little, tried and analyzed it, and later put out a formula that was supposed to take its place for less money. While their formula was better than their old method of feeding wet mash, it depended for its saving over our prices upon using vegetable protein. This we had discarded years before, having found that it rapidly decreased the vitality of our flock, caused scours and loss of ground gained in other ways. You will note in the report of the Massachusetts Experiment Station, 1908, that they found practically the same thing. We have always made this and all our feeds just as good and rich as our experience had taught us is best for the birds. We shall continue along the same lines, improving whenever we find the chance; but in this feed we have a wonderful egg producer that will keep birds in proper health all the year through, and as rich a ration as it is safe to feed.

It is easy to put up feeds for less money, but the question for the poultryman to decide is "What feeds will give me the eggs at the least cost per dozen."

Start your pullets on a ration of Growing Feed and Dry-Mash, half of each, when they are about one month from laying, dropping the Growing Feed as they begin to lay. Keep the feed in one or more hoppers, boxes, or other contrivances, in light, easily accessible parts of the pen, and do not let them go empty. Feed a liberal quantity of Scratch Feed about an hour before they go to roost in litter, inducing them to scratch

freely. Encourage them to eat liberally of the Dry-Mash, at least as much in bulk as of the Scratch Feed, cutting down the Scratch Feed until this is brought about, but getting every ounce of feed into them you can, and your egg basket will show the results we all look for. Dry-Mash and Scratch Feed make a complete balanced ration, but if you have cabbage or clover it is well enough to feed it, although we have a liberal amount of alfalfa in the Dry-Mash. Simply furnish shells, grit and an ample supply of water in addition.

To get the maximum number of eggs from the number of birds, confine them in small lots of from 15 to 30, allowing them three or four square feet floor space to each bird. See that they get a liberal amount of pure air through one opening in the south side at all times, night and day, winter and summer. Do not let them out of the house from the time they go into it in the fall until they go to market the next fall. Feed as directed above and you will get more eggs than ever before.

We cannot tell you why, and do not attempt to reason it out. We can only state that we have found, and the customers that have tried it out have experienced the same results, more eggs and at less cost when no yard was used with our system of feeding. This very materially reduces the expense of constructing and maintaining a poultry plant, leaves much more room for the growing chickens, or doubles the number of birds kept on an acre of land, and works a wonderful advantage when the pullets are bought each season, and we have only words of praise for the system.

Think of the labor saved! Think of the capital saved! Think of the worry saved! One man's labor alone will care for 2,500 birds on this system. If you have an empty house or two, let us sell you a lot of mixed pullets, try out our system, and tell us if we have not opened a way to commercial poultry keeping on a business basis. Try it at our expense if you fail.

Ask your dealer for it. If he does not carry it, send to us with his name. Full feeding directions and Egg Record in each bag.

Before we used Dry-Mash nobody could make us lay - now nobody can stop us.



OR YOUR MONEY BACK

The Secret of the Success of the Park & Pollard Feeding System

SCREENED SCRATCH FEED

THE MORE THEY SCRATCH—THE MORE THEY LAY—SCRATCHING IS THE NATURAL EXERCISE



OUR SCREENED SCRATCH FEED is compounded to balance our DRY-MASH, and is always very carefully screened and composed of a combination of the best and sweetest of grains and seeds, which pleases the taste of the hen and at the same time keeps her everlastingly scratching. The exercise she gets in this way increases her activity, develops the muscles and blood vessels, helps digestion and circulation, reddens the comb, and assists in a general way to strengthen all the functions of the body. A scratching hen is like a whistling boy or a singing girl—always happy, and generally busy. We believe in giving poultry plenty to do.

A variety of grains more fully nourishes the many complicated parts of the bird's anatomy, and results in larger and stronger fowl with increased vitality. When confined to a restricted ration, young stock do not fill out as well; are more subject to disease, and fail to reach the size that they would attain if fed liberally upon a carefully balanced mixture. Laying hens are more subject to disease, acquire pernicious habits of egg eating, feather pulling, etc., simply as a result of the natural craving of an appetite unsatisfied.

Given a carefully balanced ration, they acquire none of these bad habits, and show their appreciation in full baskets of fertile eggs throughout the year.

We have **carefully** considered the various strong points of each ingredient, and proportioned them to balance one another.

For instance, buckwheat is in itself one of the best egg producers on the entire list of grains, but if fed to excess, and without other grains to counteract the tendency, produces eggs with very pale yolks.

Wheat is an excellent egg producer, but fed too freely reduces the strength of the germs and vitality of the chickens hatched.

Nothing but long experience with the birds gives us this information, and enables us to counteract the weak features of each ingredient with the strong features in some other material.

An egg is the product of a very wonderfully developed and sensitive organism, containing the nucleus of undeveloped germs for generations upon generations to come. This action of the generative organs is a very heavy drain upon the hen's system; nothing parallels it in Nature. A milch cow is an approach, but she is not drawing on her reproductive organs as often as in nature, but the hen has, by man's careful manipulation, increased her reproductive capacity many times since becoming a servant of mankind. This saps her vitality and we can only hope to keep her wonderfully made machinery in operation without interruption or breakdown by placing within her reach an abundance of such food as she likes, without having any "stop watch" on her to tell when she has eaten enough.

There is no question that by using our Dry-Mash in connection with most **any** Scratch Feed you will obtain better results than you have ever gained before, **but** if you wish to obtain the very highest egg yields, and maintain your flock in the highest state of health—by all means feed both our Dry-Mash and our Screened Scratch Feed.

These two feeds are so carefully balanced as to niche into one another, and so perfect a combination that they not only tickle the palate of

Continuous scratching is necessary to continuous laying



YOUR MONEY'S WORTH

DEPARTMENT OF FEEDS AND FEEDING

The Secret of the Success of the Park & Pollard Feeding System

the hen, but they immediately put her in such good condition physically, that she is literally "full of" eggs, health and vigor.

Instead of being "used up" with that tired feeling in the spring season when we want strong eggs for hatching purposes, she is steadily producing eggs that hatch well, and chickens that live well. She skips all the ailments and diseases caused by improper feeding, and continues to contribute to the prosperity of her owner for the full twelve months of the year.



It takes "know how" and long experience to bring these results about, and we combine them for your benefit in our feeds.

Scratch feeds are usually made the dump of refuse grains that cannot be sold in the open market, and when making comparison with prices of our feed keep in mind that every kernel of grain in our mixture is sweet, and that they contain no sweepings or weed seed.

We compound our feeds for the purpose for which we intend their use—TO GET RESULTS—and not for the working off of by-products.

We have now added another improvement to our Scratch Feed by removing all small particles and dust that are ordinarily wasted when fed to grown fowl in litter, as it should be fed. We were surprised to find that this waste amounted to nearly ten per cent. or two bags in every ton. Really, our Screened Scratch Feed at 25 cents more in price is cheaper than a great many of the others, for this reason alone,—if it were not composed of better grain and made up of much better mixture.

For the best results in egg production we recommend one or two "Overall" Feeders containing our Dry-Mash Feed constantly before the birds, and a feed of Scratch Feed in litter an hour or two before roost time at night. This gives an opportunity to fill up at the time of day when nature warns them that they need a full crop to last them until morning. They do not have a chance to gorge themselves early in the day and then dope around, but are always on the move between feed hopper and litter looking for some of last evening's remnants, and have no time to line up in the sunlight as wet-mash fed hens are prone to do on a cold winter day after a hot mash in the morning.

Fed in conjunction, our Dry-Mash and Screened Scratch Feed will do more to chase away the nightmare troubles of bad poultry experiences than any other course you can adopt. If you could see and hear one in ten of the enthusiastic supporters of our DRY FEEDING METHOD, you could not avoid the conclusion that our feeds pay big profits to the feeders.

Ask your dealer for it. If he does not carry it, send to us, with his name.

Full feeding directions and Egg Record in each bag.

The Park & Pollard Co.,
Gentlemen:

New Castle, Penna., March 7, 1911.

I have only just lately got acquainted with your feed and feeding system. I am very sorry that it was not 12 months ago, for since using your Lay or Bust Dry-Mash and Scratch Feed and following your method of feeding our egg yield has about doubled.

Yours very truly,

(Signed) D. D. Clarke.

West Kingston, R. I., January 2, 1911.

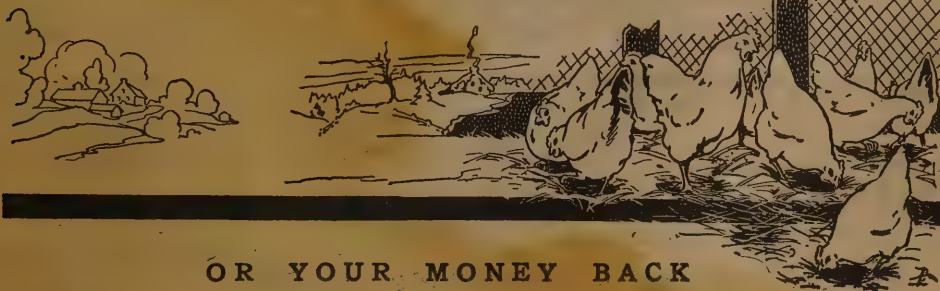
The Park & Pollard Co.,
Gentlemen:

I am using your Dry-Mash and Scratch Feed and find they improve the condition of my poultry and cause me to get more than enough eggs to pay the difference in the price of other cheaper feed.

Yours very truly,

(Signed) F. W. Shippee.

Summer or
Winter they
get the right
exercise
to promote
heavy laying



OR YOUR MONEY BACK

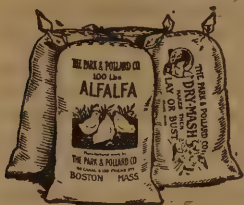
DEPARTMENT OF FEEDS AND FEEDING

The Secret of the Success of the Park & Pollard Feeding System

WE TAKE PRIDE IN THE QUALITY OF THE POULTRY "SIDE DISHES"
THAT WE CARRY—GRIT, OYSTER SHELLS, ETC., ETC.

SELECTED ALFALFA

Poultry in confinement, and we find the best results come from this method, must be provided with some sort of green food in order to keep healthy. Healthy flocks are the paying ones, and few failures in the poultry business will be reported if our customers keep disease out. In our Dry-Mash Feed we provide for the proper amount of green food, but for those that are not yet using this modern method of feeding we urge the merits of our Colorado Alfalfa.



This is manufactured from the shoots and tendrils of the second and third cutting, taken from the arid land of Colorado, the irrigation of which costs Uncle Sam many millions. Here there is no rainfall nor dew to destroy the natural life and color of the plant in the process of curing, and we get the product with all its aroma and green color, as if taken direct from the field.

As in all our other products, we have purchased a supply of the best to be had only. It contains 16 per cent. protein.

Ask your dealer for it. If he does not carry it, send to us, with his name. Full feeding directions and Egg Record in each bag.

BLUE RIBBON SHELL GRIT

This grit is by all odds the most satisfactory grit we have ever handled. It is 98% lime, but at the same time is quite hard, and takes the place of oyster shells very satisfactorily. Repeated tests have demonstrated that no other form of lime is necessary.

Your dealer will refund your money if you do not find this grit satisfactory.

Grit should be furnished all poultry in some form, with the exception of some localities in New England where sufficient quantities are found in the soil for the birds to pick up themselves. Grit answers the purpose of teeth for the hen. Supply her with these false teeth; do not ask her to "gum it."

Price: 75c. per bag, F. O. B. Boston; \$8.00 per ton, F. O. B. Factory.

TRIPLE SCREENED OYSTER SHELLS



We wish all our customers and friends could see a sample of our Triple Screened Oyster Shells. The ordinary shell on the market is from one-third to one-half waste and the laying hens pick out the larger pieces and throw out or waste the finer particles and dust. Our shells are very white, all fine pieces and dust screened out, so the product is of uniform size that makes absolutely no waste. Let us send you a sample by mail or a ton by freight. Your money back if you don't find them better than any shell you have used.

Price: 75 cents per bag.

The Park & Pollard Co.,
Gentlemen:

I never had such splendid Oyster Shells as yours. They are so free of dust and dirt. I shall continue to order direct from you.

Yours very truly, (Signed) I. Cornell Moran.

The Park & Pollard Co.,
Gentlemen:

I have never used shells that I liked better than yours and can't get any others as good.

Yours truly,

(Signed) M. R. Buzzell.

YOUR MONEY'S WORTH

THE "OVERALL" FEEDER

NEXT TO GOOD FEED IS A PROPER FEEDER



Price: Poultry sizes, 1 peck, 50c.; 6-qt. size, 40c.

them easy access at all times. We recommend the use of this size up to the age of six weeks, after which the 6-qt. size will be found just right until fully matured.

Your money back if you do not find the "Overall" Feeder the best thing you ever tried, regardless of price.

To make your poultry keeping a sure success, you must feed our feeds, and to make success doubly sure—use the "OVERALL" FEEDER. These feeders are the most practical dry feeding device ever offered.

They present the feed in such a manner as to be always easily accessible, and at the same time the birds cannot waste the feed, and the feeders cannot clog.

For best results the feed should be presented to the birds in two dishes, if the flock contains over a dozen birds, and these feeders are so inexpensive that they pay for themselves many times over in the course of a year in the added results they bring.

For the week-old chickens, and for Growing Feed, we have a smaller size—the wire grid of which prevents them from scratching it overboard, but the side being low, allows



Price: Chick Size, 30c. each



The "Overall" Water Holder

In our opinion there is no material equal to stoneware as a receptacle for drinking water for all ages of poultry. No other material is as easily cleaned, and if at any time you have occasion to place medicine of any sort in the drinking water, you may rest assured that no chemical change or poisoning of the water can result. For old fowl and six-weeks or older chicks, we recommend the 1½ or 2-gal. size "Overall" Water Holder.

Price: 2 gal., 40c.; 1-2 gal., 30c.

The "Overall" Chick Fountain

For chickens newly hatched, or up to six weeks of age, we are convinced that the stoneware fountain is the only fountain to consider. Price for brooder size, 25c. each; for the larger size, 30c.

In these chick fountains it is impossible for the youngsters to get drowned, and they can not get wet if kept filled.



The "Overall" Water Jug

This is the most pleasing, convenient, safe and sanitary fountain we have ever used. Four or five of them can be carried in each hand after filling and it is impossible for the chicks to get wet while drinking. We recommend the small size for brooders and small flocks; the larger ones for older chicks and larger flocks.

Your money back if you do not find them the best fountain ever used.

Price: Small size, 30c.; Large size, 40c.

OR YOUR MONEY BACK

THE PARK & POLLARD COMPANY'S

LICE POWDER

The Park & Pollard Lice Powder is the best preventive against the lice peril which has ever been put in powdered form. Its use in conjunction with our Park's Liquid Lice Killer will banish from birds and building all traces of the nasty little vermin which are always seeking a chance to suck a living out of the life blood of the poultry. Once they gain a hold, they stick hard and many a poultryman has been driven out of business by these same thirsty little blood suckers. They sap the life of the chickens, decrease the number of eggs, are instrumental in making and spreading disease, and rob the purse of the owner. So far as we know they have no good qualities—they are altogether bad.

Our lice powder is death to their tribe, and used regularly in nests and sprinkled through the plumage of the birds will drive them off and keep them off. Our powder is ground finer than most powders and it sticks to the feathers longer. It should be used freely; the cost is so little and the benefit so positive that saving is best practiced by the use of as liberal quantities as are needed in securing freedom from this scourge.

The Park & Pollard Lice Powder is also a safe and efficient remedy for lice on cattle, horses, hogs and all animals. It should be on every farm, and it will save many times its cost in the added thrift and health of the stock.

To Keep the Borers Away from your cucumber, melon and squash vines, put a circle of the lice powder on the ground one-quarter of an inch deep, about an inch away from the roots of each plant.

To Keep Striped Bugs Away from melon, cucumber and squash vines, sprinkle with a mixture of sifted coal ashes or land plaster and equal parts lice powder in the morning when the dew is on.

To Kill Squash Bugs and Potato Bugs keep the plants sprinkled with the powder; much safer than poison and equally effective.

When Setting Hens sprinkle the bottom of the nest freely and sprinkle nest material twice during the hatch.

To Make a Dust Bath for sitting hens and layers, use one part lice powder to five parts sifted coal ashes, dry loam or road dust, and keep the box containing the same in a dry spot into which the sunlight has free access during the middle of the day.

To Kill Currant Worms sprinkle the plants with the lice powder when the dew is on.

To Kill Cabbage Worms sprinkle a little in each head of cabbage. No danger of poisoning later.

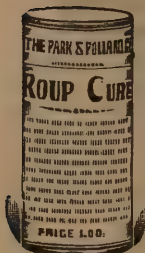
To Kill Head Lice on chickens mix with lard and rub the heads of the chickens with the mixture, but for this purpose we recommend our Head Lice Ointment.

For House Plant Lice, dust the parts of plants affected with lice powder from our sprinkler top box. Whatever kind of powder you buy, use it freely and it will prove profitable.

Price: 100-ounce package, \$1.00; 48-ounce package, 50 cents; 15-ounce package, 25 cents; 5-ounce package, 10 cents.



The Park & Pollard Company's Roup Cure



Roup, and the chain of troubles following it, is worse than all the other diseases of poultry combined. Strive to remove the cause, rather than cure it, but use our Roup Cure in the water of all your fowls during the fall and early winter months as a prevention.

To avoid it, be sure that your birds are always cool, and have good air surrounding them night and day, then use the Roup Cure as follows:

Into a pint bottle of water put two tablespoonfuls of Roup Cure, and let it dissolve over night. Use a teaspoonful of this mixture to a painful of the drinking water.

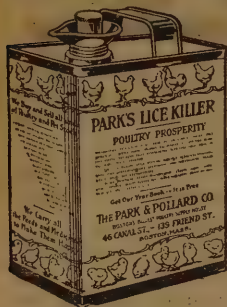
Never breed from a bird that has ever been really sick with roup, or any other disease.

Medium size, 50 cents each; Large size, \$1.00 each (Large size, three times as large as the medium); Small size, 25 cents each; Postpaid.

YOUR MONEY'S WORTH

PARK'S LICE KILLER

The best way to get the lice off your poultry is not to let them get on. There is no more exasperating experience than can be gained in trying to get the nasty little red mites and spider lice out of a poultry house. They have a hold on life altogether out of proportion to their size, and are blood-sucking, life-sapping, rapidly multiplying little pests. If there is anything which a good poultryman detests any more than these atoms of poultry destruction we do not know what it is. Any one who has ever been in contact with them will agree with us that the best way to get rid of them is to prevent their coming in the first place.



Park's Lice Killer is compounded of the best ingredients of which we know to help safeguard the chickens and the older birds from these trouble makers. It is a liquid to be applied with a sprayer, or as a paint, and we guarantee that where it is used according to directions it will prevent the coming of the lice; and, if they have already arrived, if persistently used, it will drive them away. Their dispossession of the premises, however, is not a speedy operation at the best, and with most of the preparations on the market is next to an impossibility. They thrive on kerosene,

multiply on whitewash, and rejoice in tar paper and similar building linings. If you have not had experience with them take our word that they are wholly bad, and accept our earnest advice to keep out of their clutches.

In addition to giving you the best lice killer on the market we also give you more for your money.

Directions for using: Spray our Lice Killer on the roosts, nest boxes, roosting coops, brooders and brood coops weekly during the summer months, and monthly during cold weather, and your birds will always be free from lice.

To rid young cattle and colts of lice soak a burlap blanket in the lice killer and fasten it on the animal, covering all parts for one hour. The fumes will penetrate the hair and kill all the lice. Repeat at the end of one week to kill nits that hatch after first application. Do not apply direct to skin of any animal, as it is very strong and will blister and remove the hair.

Price: 35 cents per quart; 60 cents per two quarts; \$1.00 per gallon; \$4.00 per five-gallon can.

Young's Rat Destroyer

Rats are the incarnation of evil. The enormous damage they create cannot be measured. Not only do they destroy millions of dollars' worth of merchandise annually, but they spread disease and death to all members of the animal kingdom, **not excepting mankind.**

Their fiendish work on the poultryman's plant is even more pronounced than on other industries, and we are glad to be able to offer you not only a sure method of eradication, but a method that destroys them **without leaving any odor.**

We sell this Destroyer like all our other merchandise, on the money back plan.

GET YOUR MONEY BACK FROM THE DEALER IF IT DOES NOT DRIVE EVERY RAT OFF YOUR PLACE. Send to us if he does not carry it.

Price 25c.; 40c. by express, prepaid. Ask your dealer for it.

DON'T SUFFER WITH



THE DAMAGING RATS

The Park & Pollard Co.,
Gentlemen:

Your Rat Destroyer will certainly do the trick. I bought a box and used it as directed on two doughnuts cut up and the third day after placing it around the rooms I picked up 21 dead rats and have not seen any trace of rats since.

Yours very truly,

(Signed) M. C. Turner.

Barnet, Vt., December 5, 1911.

OR YOUR MONEY BACK

LIVE CHICKENS



Live chickens are the development of the "eggs for hatching" business from a game of uncertainty and dissatisfaction, to a basis of "every customer satisfied." Eggs were always purchased on the basis of expecting a good proportion of them to hatch chickens that would improve the purchasers' stock.

Some of the eggs hatched, some got broken in transit, some failed to hatch; sometimes the purchaser was pleased, sometimes he was not. The "nots" outnumbered the pleased. Hence the birth of the live chicken industry, and it is fast becoming the logical method of the distribution of improved stock and higher grade poultry.

We sell thousands upon thousands of these little peepers, and all upon the sure satisfaction basis. Our long experience at the business has given us the inside information as to the best shipping methods and the most reliable sources of supply.

No other house can offer you the service we give you, and the care we take of you all through your poultry experience.

If your early hatched chickens do not come up to your expectation, it is much better to buy enough chickens to fill your pens. If you dislike the care of an incubator—buy your chickens. If the insurance company objects to the use of an incubator and brooder consuming oil or kerosene—buy your chickens, and raise them in "Lullaby" Brooders.

You always save three weeks' time over purchasing eggs or starting eggs in the machine. We can furnish any number. Simply get in touch with our Live Poultry Department, and **most of your troubles will melt away.**

We sell them in lots of one dozen and up, as the buyer may wish, and stop not at any number of thousands. We ship them safely to any distance within twenty-four hours of Boston and guarantee their safe arrival. Our prices are reasonable and are generally less than the cost of sufficient eggs to produce the same number of chickens. We want to sell you whatever number you need and can profitably use. We guarantee them true to name and in every case exactly as represented. Remember, the old adage advises you not to count your chickens before they are hatched. We better that advice and say, come to us and buy the chickens **after** they are hatched, and you will have a "sure" thing.

There is no better way to start in light poultry keeping than to buy a "Lullaby" brooder and the chickens to fill it.

Brooder costs only \$1.50 delivered. Chickens go safely most anywhere. Think it over. Send us your order.

CHICK PRICES: \$140.00 per 1000; \$15.00 per 100; \$3.00 per 50.

The Park & Pollard Co.,
Gentlemen:

I received the 50 R. I. Red Chicks safely April 28, A. M. They were all alive and healthy and are the strongest bunch of chicks that I have seen in some time.

Thanking you for your satisfactory fulfillment of the order, I remain,

Yours very truly, (Signed) J. Donald Notman.

The Park & Pollard Co.,
Gentlemen:

Pittston, Penna., May 1, 1911.

The chicks arrived Tuesday P. M., all in good condition. They certainly are a nice lot.

Yours truly, (Signed) Wm. B. Powell.

The Park & Pollard Co.,
Gentlemen:

North Adams, Mass., April 13, 1911.

Referring to your card of April 18th, beg to advise that the fifty chicks arrived and were delivered at 11.00 A. M. April 20th. They were all very much alive, and are doing nicely.

I had expected to find a number of them dead after a journey of this length and the fact that they were all alive and strong, speaks well for your method of packing and shipping.

Yours truly, (Signed) C. E. Clapp.

YOUR MONEY'S WORTH

Increase Your Efficiency

We wish every one keeping poultry realized how anxious we are to have them succeed, and how deeply we feel the fact that poultry possibilities are little dreamed of by the average reader.

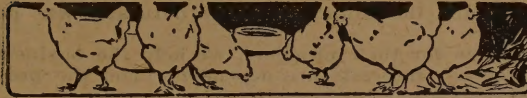
The market is always ready in any district for all the fresh eggs, broilers and roasters that can be produced. The State of Massachusetts alone is importing from outside its limits from twenty to twenty-five million dollars' worth of eggs and poultry every year.

Now every dollars' worth of these goods can be produced in the state. Conditions are much the same in any state surrounding a large city. If these markets and opportunities existed two or three thousand miles away, our friends in Wall Street would have a dozen or more of the most alluring prospectuses out, capitalizing the chances to become millionaires overnight.

The old style method of poultry keeping restricted a man to about 500 or 1,000 birds. He could not renew his flock by raising young stock and care for the old birds upon his own individual effort in larger quantities.

But our way of feeding has changed this entirely. He can now care for 2,500 old birds, and if he cannot raise the entire number with which to renew his flock annually, we stand ready to fill up the houses with any number at reasonable prices.

We can furnish good pullets in dozen, hundred or thousand lots, at comparatively short notice. We are advocating the higher feeding and pushing the birds to the limit to get much of the productiveness out of them the first year, and then letting them go to



market. If any of our friends have not tried this plan the possibilities of the business are not yet comprehended by them.

Any business to succeed must be well balanced. The capital should give the labor end of the business all it can do. The labor end should have birds enough to care for to fully take up the time. It is up to you to investigate and demonstrate if you need more pullets to help swell the profits. The chances are you could care for double the amount of stock with little or no more labor expense. You can easily figure that the profits on the last half would all be clear gain. Think it over. We can get the pullets. Can't you do the rest?

Send in for prices.

We will sell you one dozen or one thousand. Full satisfaction guaranteed.

Is This Your Opportunity?

There are thousands of families struggling along, striving to make the pay envelope satisfy the butcher and grocery-man, that could keep enough poultry in their back-yard



to pay the rent, and at the same time have all the fresh eggs they could eat every morning.

And it does not require a great deal of room at that. A space large enough to set a house 6x8 feet in size will do nicely for 15 or 18 hens, on which a

profit of from \$30 to \$50 a year can be easily made, and the outlay need not be over fifty dollars.

Smaller houses and flocks can be started and as much larger as one cares to undertake, but the point is that the thousands that might be making \$50.00 to \$300.00 per year right in their own yards are not getting ahead at all.

Look your back-yard over and see if you cannot start. If not, look up another location with back-yard poultry keeping in mind, and then get in on the right basis and get a lead on the grocer.

OR YOUR MONEY BACK

MARKET POULTRY

We will foot
the bills



During the past ten years the handling of poultry has undergone great changes. Formerly the bulk of poultry from all sections came to market dressed, and in more or less damaged condition.

As the packing was in many cases improper, the prices ruled quite low.

Now we find that our increasing foreign population demand that their poultry be delivered to them alive, and they are willing to pay practically as much for it alive as Western poultry sells for dressed.

In the face of these facts, it seems much better economy for the New England and nearby middle

states to ship their birds alive and save the shrinkage and disagreeable, nasty labor of killing, scalding and picking the birds.

Look your local market over, get our quotations, and see if we can do you any good. Send us your birds.

We have found many districts which were not realizing more than one-half or two-thirds our prices, and the poultry business naturally was not thriving.

By helping these districts to get full prices for their products, we help the business, and helping the business helps ourselves, for our interests are dependent upon the prosperity of the poultrymen.



Cash paid
for
all sorts



Ship in light, airy coops (our Perfection Crates are the best), not over 15 grown fowl in a crate two feet by three feet floor space in size. Put in plenty of feed, and when the birds do not have over 24 hours on the road, you need not look for over five or ten per cent. shrinkage on grown fowl. Young stock will shrink more than old fowl. If you have no crates we will sell them to you at \$1.00 each, and will pay you \$1.00 each for them, when requested, upon receipt here with your poultry.

We feel that we can serve you particularly well in handling your old hens, and in many cases can return as much or more for the birds alive than they would bring dressed in the home market.

We will gladly furnish tags upon request.

Remember, no commission to pay. A square deal and prompt returns.



Perfection Crates, \$1 each

Wanted
Pullets



Every season our trade in pullets increases, all parties having found our method of buying and selling on the basis of what the birds weigh, very satisfactory.

We are needing more good sized, well matured pullets every year. Can you not arrange to send us ten, twenty-five or one hundred? We pay cash and offer (to anyone who lives within two or three days' run of Boston) attractive prices for well grown pullets. Prices range from 15c. to 28c. alive; price depending upon size of bird, breed and condition. We want pullets of all kinds, but particularly want Rhode Island Reds, Wyandottes, and White or Barred Rocks, weighing three to five pounds each in September, October and November; also Leghorns weighing two to three pounds in the same months.

We can use such pullets at any time of the year, but the prices are best during the months mentioned. Write for quotations, and arrange to raise birds for us.

Miscellaneous Price List

In addition to the goods described in the foregoing pages, we also carry a full line of the following goods at our retail store in Boston, Mass.

BASKETS	(See Egg Baskets)	
CHARCOAL	\$1.00 per 50-lb. sack	F. O. B. Boston
CHICK BOXES	50 chick size.....	25c. each
COOPS, Shipping	1 bird size (12x18x22).....	40c.
	2 bird size (12x22x22).....	45c.
	4 bird size (20x24x22).....	65c.
DIARRHOEA REMEDY		50c.
DISINFECTANT, Presto	1 qt. size.....	50c.
	2 qt. size.....	85c.
	1 gal. size.....	\$1.50
	5 gal. size.....	\$6.00
DISTEMPER CURE, For Dogs		\$1.00 each
EGG BASKETS, Shipping	1 setting size	1.50 doz.
	2 setting size	2.25 "
	50 egg size.....	.40 each
	100 egg size.....	.40 "
EGG BOXES, Ideal	(1 dozen size).....	5.50 M
FENCING, Wire	Send for quotations.	
FLEA SOAP		\$.25 cake
HEAD LICE OINTMENT		\$.25 pkg.
HOUSES	*No-Yard	\$28.00
	*Overall	\$14.00
	(*F. O. B. Boston or Factory.)	
INCUBATORS	Buckeye (Send for Special Catalogue.)	
	Buffalo (Send for Special Catalogue.)	
	Hall Mammoth (Send for Spec'l Cat.)	
LEG BANDS		75c. per 100
MANGE & ECZEMA CURE		50c. and \$1.00 sizes
NEST EGGS, Porcelain		25c. doz.
PARROT FOOD		25c. pkg.
POWDER GUNS		25c. each
PRESTO DISINFECTANT	See Disinfectant.	
ROOFING, Asbestite.....	5 yr. grade, \$1.25 per sq.; in 10 sq. lots, \$1.00 per sq.	
	10 yr. grade, \$2.15 per sq.; in 10 sq. lots, \$1.75 per sq.	
	20 yr. grade, \$3.00 per sq.; in 10 sq. lots, \$2.50 per sq.	
SHIPPING COOPS	See Coops.	
SPRAYERS, Aspinwall	Tin.....	50c. each
	Brass	75c. each
SULPHUR CANDLES	10c. each.....	3 for 25c.
THERMOMETER, Brooder		45c.
THERMOMETER, Incubator Certified		\$1.00
THERMOMETER, Incubator		.60
WATERGLASS (For Preserving Eggs).....	1 qt. size.....	\$.35
	2 qt. size.....	.60
	1 gal. size.....	1.00
WATERPROOF SHEETING		12c. yd.
WIRE	(See Fencing.)	

The Park and Pollard Year Books and Other Literature

Will be mailed *anywhere*, **free** upon request

Send us your name if you are interested in poultry—
also that of your poultry friends

THE PARK & POLLARD CO

DRY-MASH

MAKES THEM
LAY OR BUST



**BUY OUR FEEDS
OF YOUR
LOCAL DEALER**

**YOU NEED THESE FEEDS
WE WANT YOU TO HAVE THEM**

If your dealer does not carry them
send us his name at once and
we will see that you have
no difficulty in securing
them in the future



For Sale by

WELCH & MANER,

CORTLAND, N. Y.